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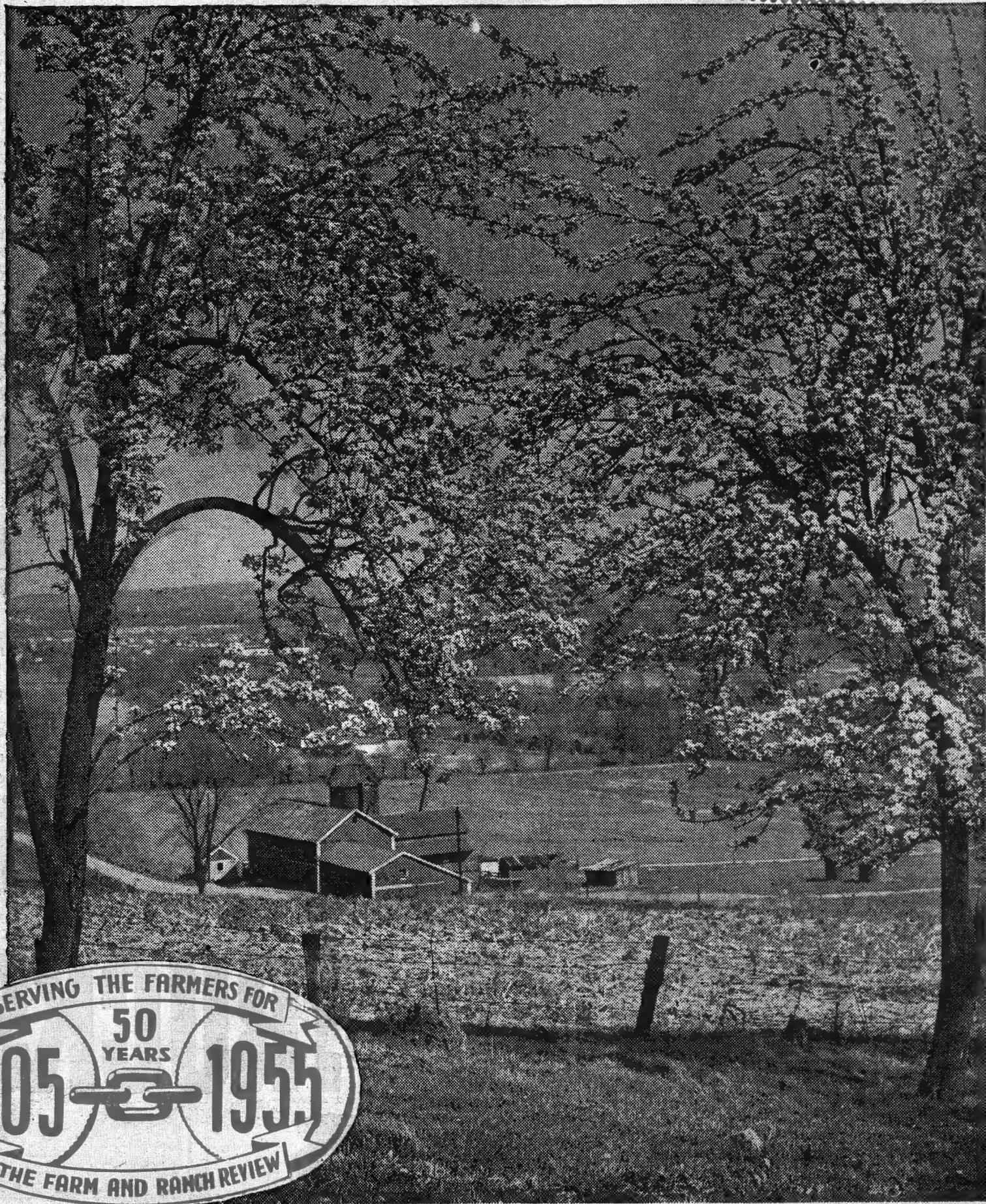
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Farm and Ranch REVIEW

APRIL, 1955

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Farm and Ranch Review

706 - 2nd Avenue West, Calgary, Alberta

Vol. LI.

Founded in 1905 by Charles W. Peterson

No. 4

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The Farm and Ranch

Editorial Page...

Personal ambition can destroy the Sask. Farmers Union

WHEN any organization is born in turmoil, spends its formative years in turmoil, the chances are it will die in turmoil. Unless an element of calmness can be injected into the Saskatchewan Farmers' Union, we wouldn't give much of its chances of long surviving.

The farmers of the West very clearly felt a need for some sort of organization which will represent them with greater vigor than they find in the older organizations. Out of that feeling came the rapid growth of the provincial Farmers' Unions. It would be unfortunate, indeed, if the steam that the S.F.U. generated should get so out of hand that the organization will be damaged.

As Farm and Ranch readers know, we've tended to take a rather dim view of some of the methods used by Mr. Joe Phelps in his drive to build the S.F.U. Even so, no-

body can deny that most of the credit for building the S.F.U. into a highly vocal and successful organization belongs to Mr. Phelps. Perhaps this is one of those rare cases where the end justifies the means. Perhaps if Mr. Phelps had been more reasonable and had been more statesmanlike in the McPhail tradition he would never have got his organization moving. But be that as it may, when Mr. Phelps stepped down as president after his five-year tenure, his organization immediately got into trouble.

Mr. Phelps was succeeded as S.F.U. leader by Mr. Fred Woloshyn. Soon after his election, Mr. Woloshyn fired the secretary of the organization, Mr. Stuart Thiessen. In his place he named Mrs. Bernice Norman, who was president of the Farm Women's Union.

WE have argued on occasion that if the farmers of the Prairies wanted marketing boards, it would be difficult to refuse them on principle. In all our provinces the governments have passed legislation which enables special groups to protect themselves from the operations of the laws of supply and demand.

Most of the professions have laws that set up obstacles to prevent any undue number of persons from getting into the professions. Naturally they all put these restrictions on the highest plane of serving the public good. That it enables them to charge more for their services is merely incidental.

In other fields, as for example in connection with trades and industry, everybody goes to great lengths to prevent competition, for jobs as well as for dollars. But when the farmers have asked that marketing boards be set up to protect them, they've been told to go take a good stiff shot of competition.

Thus a couple of years ago when organized agriculture in Alberta went to the government and asked for legislation to permit marketing boards to be established, they were told they'd get such legislation only by electing a different government. So this year, in a complete reversal, the Government passed legislation to permit marketing boards.

Now that the farmers have won this argument, we'd hoped they'd start worrying about something else. We don't think that the problems that are troubling so many of us are capable of solution by any sort of board, whether producer or government operated. The minor crops, which are those most often mentioned in connection with these boards, are simply not important enough in the economy of the West to justify the trouble that boards could cause.

The executive went into session and reversed Mr. Woloshyn's appointment. It fired Mrs. Norman and re-hired Mr. Thiessen. Mr. Phelps who had retired to devote his attention to the provincial agricultural museum, remained aloof from the struggle for a while. Meanwhile Mr. Woloshyn resigned from the presidency in protest against its action.

Now apparently the organization is splitting wide open between supporters of Mr. Woloshyn and supporters of the executive. Mr. Phelps has come back into the picture as head of a delegation seeking to change the constitution of the S.F.U. It would be a sorry day for the organization if this struggle degenerates into a personal struggle for power, as it may well do.

It may be, however, that outside friends of Saskatchewan farmers take too dim a view of what is going on. Saskatchewan always does things differently, and it could be that Mr. Phelps was right in the method he used. Perhaps Saskatchewan farmers find things normal and cozy in living in an atmosphere of a three-alarm riot all the time. Nevertheless of this we are certain: the current brawl is going to do nothing whatever to add to either the prestige or the influence of the Saskatchewan Farmers' Union. In times like this, the farmers cannot afford to fritter away their strength in any such senseless behavior. The sooner this whole mess is cleaned up, or at least covered up, the better for all concerned.

They stew over poultry and ignore coarse grains

Before some of these boards can operate, some substantial investments will have to be made in storage facilities. In some cases those facilities will duplicate those already in existence for the storage of perishables. The risks are considerable; they would be considerable even if the farmers were getting into undertakings with which they were experienced. They are not.

When we use the Wheat Board as an illustration of the gains possible from board system marketing we overlook many things. The Wheat Board uses millions of dollars worth of storage facilities that is already in existence. It is handling a non-perishable commodity that can be stored indefinitely without loss of quality. Finally it is operated by the Government, not by the producers. We can see no comparison any place between the Canadian Wheat Board and an egg-marketing board which the egg producers would set up.

We said long ago that this agitation for boards held one danger for farmers — it would divert attention from more important problems with our major crops. That has happened in Alberta. Here many of the feed mills and mixers and feeders operate outside the Wheat Board in their purchase of oats and barley. They buy their grain from farmers for far less than they would have to pay the Wheat Board. So the farmer suffers.

This is wrong in every way, yet it is done freely and openly because there is no enforcement in Alberta of the law in connection with coarse grain deliveries. We

don't blame the mills exclusively. The farmers who sell their coarse grains outside the board are equally to blame. Our point is that this is a pressing problem, one that cries for attention. It gets none because the farmers are too busy worrying about marketing boards for poultry, honey and seeds.

★

Correction

IN our last issue, in Mr. Gray's story comparing farming conditions fifty years ago with those today, there was a mental lapse which many readers have called to our attention. The story said there were no Experimental Farms in the West when the Farm and Ranch was founded. The reference, of course, should have been to Alberta and not to the West.

There were several Dominion Experimental Farms in the West even then. There was one at Brandon, another at Indian Head and there was one in British Columbia. In Alberta the agitation was then at its height for the establishment of a Dominion Experimental Farm in the new province. As always, in Alberta, there was a tug-o'-war between north and south. Ultimately a farm was established in the north, in the centre and in the south. Incidentally, away back in 1905 there was some talk about the need of a school to teach irrigation in Alberta. Nothing ever did come of that one.

Farm and Ranch Editorials

The Grain Exchange asks the wrong people

THE new effort of the Winnipeg Grain Exchange to dredge up some new arguments on behalf of its future market are both understandable and amusing. Previously it has fallen flat on its face in all its attempts to lure Prairie farmers back into the Monte Carlo system of grain marketing. Nevertheless it is bound to keep trying, as it, of course, has every right to do.

Its latest effort is in the shape of a questionnaire which it is distributing to the British Grain trade. As any lawyer knows, the sort of testimony you get depends on how you phrase your questions. On the count of phrasing, give the Grain Exchange marks for a good deal of skill. It will surely surprise no one when they get all the answers back and discover that the British millers and traders favor the futures market system.

The questionnaire naturally got back to the Canadian Wheat Pools, who have been having a gay time attacking the Exchange on the grounds that the questionnaire will undermine the International Wheat Agree-

ment. The Grain Exchange has denied that it had any such intention.

What baffles us is what the Grain Exchange hopes to prove. It will prove that the British importers in favor of open markets. But who has ever disputed that fact? Why should they not be overwhelming in their support of the Grain Exchange. Operating through it, they can make more money because they can buy their wheat for less, hedge themselves against loss during handling, and play one market against another. No people on earth are more skilled in these operations than the British.

It seems to us that when the answers have all been counted that the Grain Exchange will be back in its same old position, flat on its face in the mud. Any system that commands itself to the British millers and bakers and merchants, because it enables them to produce cheaper bread from cheaper flour from cheaper wheat, surely has nothing to recommend it to the Canadian farmers. Indeed, with this sort of Gallop Poll, the Grain Exchange is going out to

gather evidence that would condemn what it is hoping to praise.

What is more, at very best the evidence of the British millers will be what the lawyers call irrelevant and immaterial. The system under which wheat will be marketed in Canada will be one based upon the needs and wants of the Canadian farmers, not upon the prejudices of British millers. Why have the Grain Exchange strategists gone so far afield for information they hope to make into ammunition? Because they couldn't get any at home.

If they were to submit their questionnaire to the farmers of Western Canada, they'd get an almost unanimous endorsement of the modern method of wheat marketing. They have tried to get the farmers to go back to the old-fashioned futures market system. They failed. They have tried to convince the Canadian Government that it should go back to that system. They have failed. Indeed there isn't a party in the Canadian House of Commons who will stand up and be counted on the side of the Exchange.

Small wonder, then, that they have gone to England for their propaganda source. When you run completely out of creditable witnesses, you've got to take the sort of testimony you can get, where you can get it. There are times, when things like this happen, that we could almost feel sorry for the Grain Exchange propagandists. Nobody in this whole Western country has it as tough as they do.

Because Governments get bigger doesn't mean they get better

AS we wander around the country, we are continually being impressed by the growth of governments. The most obvious signs of this growth are in the buildings that are being thrown up all over the country to house various government agencies. Winnipeg is getting a big new Post Office. Regina has a couple of tall and fancy Federal Government buildings under construction.

In all the provinces there are signs of expansion of provincial buildings. Yet, while this has all been going on for years, no vacant spaces seem to be created anywhere by all this construction. When one department moves into new quarters, the space it leaves is taken over by a second department, and its space is taken over by a third and so on.

Why that is so is apparent once the buildings are visited, particularly after an absence of a few years. Fellows who once functioned in a corner and wrote their own letters now have fancy private offices, large staffs and everybody seems busier than ever pushing stacks of paper hither and yon. That's all natural enough. The urge to grow is present in us all, but the way a bureaucrat grows in power and importance is by the enlargement of the staff under him. A man who is boss over 20 employees is clearly more important than anybody who only bosses 17. So there is everywhere a drive to increase the number of underlings.

But, as we say, none of this means that any better government is achieved. Indeed

the reverse is often true. Take Saskatchewan for example. To get its Jubilee Celebration off to a good start, it set up a special publicity bureau which was supposed to pump publicity material out to everybody who would take it. Six months ago, the Farm and Ranch tried to get some material out of this publicity branch. We were promised enough to fill a book. But despite the huge staff, despite the promises, despite everything, not a single page of useful material has been pried out of this office by the Farm and Ranch.

Does anybody care? Not so far as we have been able to discover. When we complained about it, people just shrugged their shoulders, as if this was par for government organizations.

It isn't, of course. All of our governments have many conscientious, able and intelligent employees who give the taxpayers full value for their money. Usually it is they who are underpaid and under-staffed, while the phonies get by on bluff and get everything they ask for. If there was some way in which the incompetents and worse could be sliced from the payrolls of the governments, there would be money available for tax cuts, though that is unlikely we suppose, because taxes never go down.

How can these cuts be made? The Hoover Commission has been studying government in Washington. In the past it has made some radical recommendation for re-

ducing staffs and functions. Not much has come of these studies because to succeed they must convince thousands of bureaucrats that their services are not required. That's something that cannot be done because the bureaucrats in question are too busy expanding their functions.

Best Sale not the biggest

IT will be good news for all pure-bred livestock breeders in the West to know that Calgary, this year, had an excellent bull sale. It has smartened up, at long last and decided to put on the best bull sale in the West and forget about putting on the biggest.

Averages for all breeds were up. Best gain, of course, was scored in the Shorthorn breed when history was made when the top-selling bull brought a record-breaking \$10,000. The young animal was from the herd of Sandy Cross, was sired by the bull Cross imported from Scotland at a cost of \$32,000.00. It was bought by the owner of Alberta's most famous Shorthorn herd, Claude Gallinger, of Edmonton, Alta.

The establishment of this record by a Shorthorn was particularly welcome to the Shorthorn breeders, who have had a rocky road to travel in the Alberta Hereford country. The Herefords and Angus breeders also got better prices this year because they sent fewer bulls to the sale, and sent better bulls to the sale. From all sides, the advice to the pure-bred people is the same: be harder to satisfy, cull more and ship only your best. Following that advice paid off in Calgary this year. It should pay off at other livestock sales this spring and every spring.

So far no commitments for a Formosa war

By BEN MALKIN

WHAT will Canada do if the United States gets involved in a war over Formosa? A lot of Canadians have been wondering what Canada's position would be, ever since it began to look as if the U.S. and Communist China might get into an open conflict in the Far East. But as Mr. L. B. Pearson, Canada's external affairs minister, indicated in a speech in Toronto a month ago, there isn't any clear-cut answer. It depends on the kind of war it is.

Canada has no commitment to help defend Formosa as such, although the U.S. has, through a treaty signed a few months ago with the Chinese Nationalist leader, Generalissimo Chiang Kai-shek. Mr. Pearson said in the House of Commons last winter that the only Canadian commitment in Formosa would be through the United Nations. If the U.N. decided to defend Formosa, then Canada, as a U.N. member, would be involved. But if the fight was confined to the United States alone, together with the Chinese Nationalists, then Canada isn't automatically involved, even though Canada and the U.S. are allies.

How Big?

It depends on how deeply the U.S. becomes committed. If a war in the Far East develops into a fight for survival on the part of the U.S., then Canada is obliged to help out. And it couldn't be otherwise. For if the U.S. were to go under, then Canada would be practically defenseless. But if all that's at stake was Formosa itself, and maybe U.S. prestige, then there is no reason why Canada, which evidently doesn't regard Formosa as essential to the defence of the free world, should go to war.

Mr. Dulles, the United States secretary of state, visited Ottawa a few days after Mr. Pearson made his Toronto statement. Mr. Dulles appeared to appreciate Canada's position fully, and to sympathize with it. He didn't expect Canada to agree with the U.S. in every respect, and he apparently didn't think Canada was letting the U.S. down by not going along with Washington's Formosa policy.

On continental defence in North America there is, of course, complete agreement of opinion between Ottawa and Washington. The North Atlantic Treaty, which both the U.S. and Canada have signed, applies to North American defence. An attack on Canada is automatically, as Mr. Dulles made clear, to be considered an attack against the U.S. as well, and the U.S. would act accordingly; while the Canadian authorities consider that an attack launched against the continental United States would automatically be considered in Ottawa an assault against Canada as

well. For this reason, there has never been any question that continental defence should be handled on a joint basis by both nations.

Before Mr. Pearson made his Toronto speech, Mr. Dulles had done much to clarify Washington's position with respect to the area off the Chinese mainland. In a speech to the Foreign Policy Association in New York, he said that the U.S. would positively defend Formosa and the nearby Pescadores islands from Communist invasion.

He was not so positive about the off-shore islands of Quemoy, which guards the big mainland port of Amoy, and Matsu, which is not far from the port of Foochow. What he said was that Washington had no obligation to defend these islands as such (even though the Nationalists wanted them defended, because they serve as a base for raids on the mainland). But the U.S. would defend the islands if they were to be used by the mainland Chinese as stepping stones to Formosa.

In other words, Mr. Dulles was telling the Communists that if they guaranteed not to attack Formosa, the U.S. wouldn't defend Quemoy and Matsu. In the absence of guarantees, Washington had to assume that Peking was not bluffing when it said it intended to attack Formosa eventually. Therefore the U.S. might feel compelled to defend Quemoy and Matsu.

Cease-Fire

What Mr. Dulles was really offering was a cease-fire. The Communists could have Quemoy and Matsu without the U.S. firing a shot, provided they agreed, in effect, to a cease-fire in Formosa Strait.

The British had been suggesting that the U.S. pull out of Quemoy and Matsu anyway, get Formosa neutralized under international rule, possibly as a United Nations trusteeship, and end the fighting that way. Formosa would no longer be a pawn in the game of power politics, and the 7,000,000 Formosans could eventually decide for themselves, through a plebiscite, on the form of government they wanted. From Washington's point of view, however, this solution was difficult, because the U.S. had so deeply committed itself to Formosa's defence that such an action would be resented by many Americans, and would likely involve great loss of prestige for the Eisenhower administration.

That being the position, the Formosa area continued to be a source of great tension in the Far East, and maybe Canada's hands-off policy was the best, in the long run, for a country that didn't want to add any more fuel to the flames.

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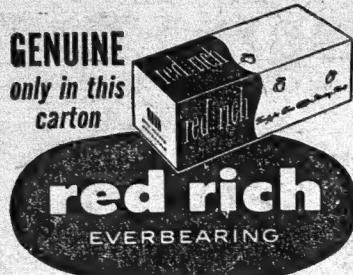
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You don't help the birds that help you farm!

BY KERRY WOOD

EVERY April, I get angry. This is very wrong, because April is a happy time when we all share in the glorious resurrection of life and hope. There is the beauty of spring skies, so pleasing after the drab grays of winter. There is the healing heat of the sun itself. The perfume of bursting buds and the smell of the rich earth underfoot. The tingling pleasure of being alive, when everything around us seems so keenly alive too. And the singing birds are coming back.

Mostly because of those delightful birds, I get angry. For over thirty years I have been writing and lecturing about birds. When April calls them back again to this wonderful homeland of ours, how can I curb my anger at the increasing indifference of humans to the great good work of birds? Discount the joy of looking at their colorful plumes, the thrill of hearing their lovely melodies, the lift of spirit it gives a person to watch them a-wing, and what good are birds to us? Without them, no farmer in the land could raise a crop. Without birds, every human would starve for the food that insects would claim. Without birds, insects would master the world.

Look at the figures the experts have compiled about birds: Counting 5 birds per acre as the resident population, in the farming districts of the Province of Alberta, the summer birds devour over 3,000 tons of harmful insects every single day!

Big Intake

Here's what they eat: The stomach of a Western Meadowlark contained fragments of 100 cutworms, 50 grasshoppers, and 200 weed seeds. The Purple Martin eats more than 300 mosquitoes every summer day. The Flicker or High-holder controls harmful ants, dining on at least 400 ants daily. One Flicker stomach contained over 1,000 ants. The secretive and colorful little warblers help keep trees and shrubs healthy, by eating scale insects, plant lice, bark lice, bark beetles, leaf rollers, wood grubs and canker-worms.

The Franklin's Gull eats grasshoppers, cutworms, wireworms, June beetles, weevils, click-beetles, and even field-mice. One gull stomach contained 82 beetles, 87 assorted bugs, and over 900 ants. Such gulls have been known to eat over 300 grasshoppers per day, per bird. And farmers in one lake district of Alberta complain that these wonderful birds are too plentiful!

Of the thirty-three raptorial

birds native to Canada, only three are harmful. The stomach examinations of most of these birds prove beyond all shadow of a doubt that they are highly valuable pest control agents and deserve complete protection.

The Short-eared Owl eats mice almost exclusively for 90% of its diet, the remaining 10% made up other harmful rodents and insects.

Broad-winged soaring hawks kill from 1 to 3 gophers or ground squirrels every day, the number depending on how many fledglings the hawks have in their nests.

These hawks kill at least 200 gophers per bird per summer season; they live upwards of 20 years, which means they kill over 4,000 gophers per bird while in Canada alone, plus mice and grasshoppers. Yet one farmer bragged to me that he shot 30 hawks last summer!

The kingbird's diet totals 85% insects, including flies, mosquitoes, drone bees, blister beetles, rose-chafers, grasshoppers, and cutworm moths. The chickadee eats from three to four times its body-weight in food daily, specializing in plant lice eggs, bark insects, and the seeds of poison ivy. The lovely large Mourning Dove of the haunting call is a weed-seed eater of great merit, averaging 1,000 seeds per day and with one record of a dove's stomach containing fragments of over 7,000 weed seeds. Yet Mourning Doves are still shot as game birds in the southern States.

You hate sparrows? There is only one harmful sparrow, and we imported the English or House Sparrow into North America. All the native sparrows, more than 70 varieties, are extremely beneficial. The Song Sparrow eats obnoxious weed seeds most of the time, a quarter of its diet consisting of ants, beetles, weevils, and caterpillars. Sparrows such as the Snow Bunting and Redpoll, which spend five months every winter season on farm fields of Western Canada, devour from 500 to 1,500 weed seeds daily, per bird. In fact, the beneficial sparrows devour thousands of tons of harmful weed seeds on prairied farms every year.

Worm Eaters

Do wire-worms bother your fields? No less than 160 varieties of western birds feed on the wire-worm pest. Are you worried about grasshoppers getting a goodly share of your crop? Comfort yourself with the knowledge that 85 different birds help keep grasshoppers in check. Do cutworms plague your gardens and fields? You've got 100 birds on your side, devouring cutworms every chance they get. And if your wife hates

house flies, tell her that over 40 different species of birds dine on those disease-carrying insects.

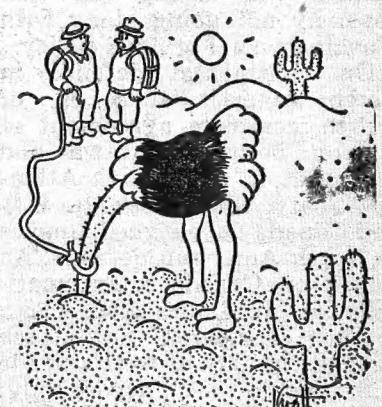
But the average farmer is quite indifferent to the good work of birds. Oh, yes: you are! You prove your indifference by cutting out all the tree growth on your grain fields, not bothering to leave any islands or strips of shrubbery where birds could hide their nests and find shelter from the elements and protection from their enemies. You cut down trees along fence rows and rarely leave any bushes in corners to harbour bird life.

Another thing: you think that the building of bird-boxes is a child's game and don't stop to realize you've cleared off the dead trees and old stumps that used to provide woodpecker holes as nesting sites for many beneficial birds. You have to replace the natural nesting sites you've destroyed, and that's why every farm home should have at least 20 bird-boxes around it, with more of these artificial nests stuck up in nearby woodlots to encourage a large and beneficial bird population on your home acres. During cold weather, every farm yard should have a bird feeding station where bread crumbs and suet fats are available; in summertime there should be pans or bird-baths in your garden to provide life-giving water.

Do not encourage stray cats around your farm: each cat kills 100 beneficial birds per year. By providing protection and shelter belts and home-sites, you can attract birds around your farmstead to work for you in the never-ending struggle to keep down the weeds and insect pests.

Instead, most farmers and townsfolk are completely indifferent to the more than 300 varieties of birds that come back to Western Canada every April. Without these birds, this would be a desolate land of no greenery, with insects buzzing all around and in full control of earth and trees and sky.

April is a lovely month, but I get angry when the birds come back and so few of us welcome them as good and valued friends.



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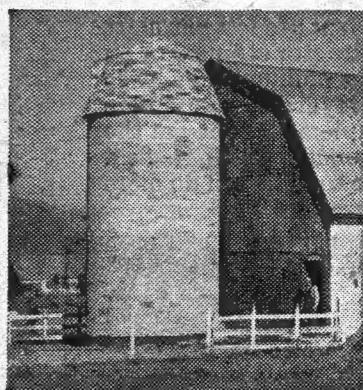
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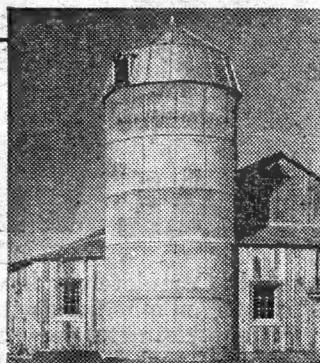


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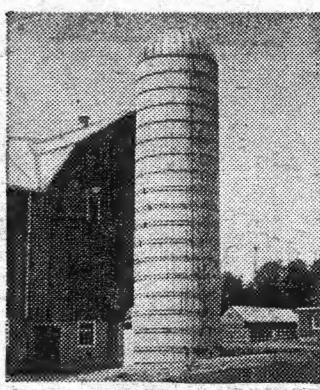
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Henry Ford's "Tin Lizzy" just wouldn't wear out

By JOHN E. THOMPSON

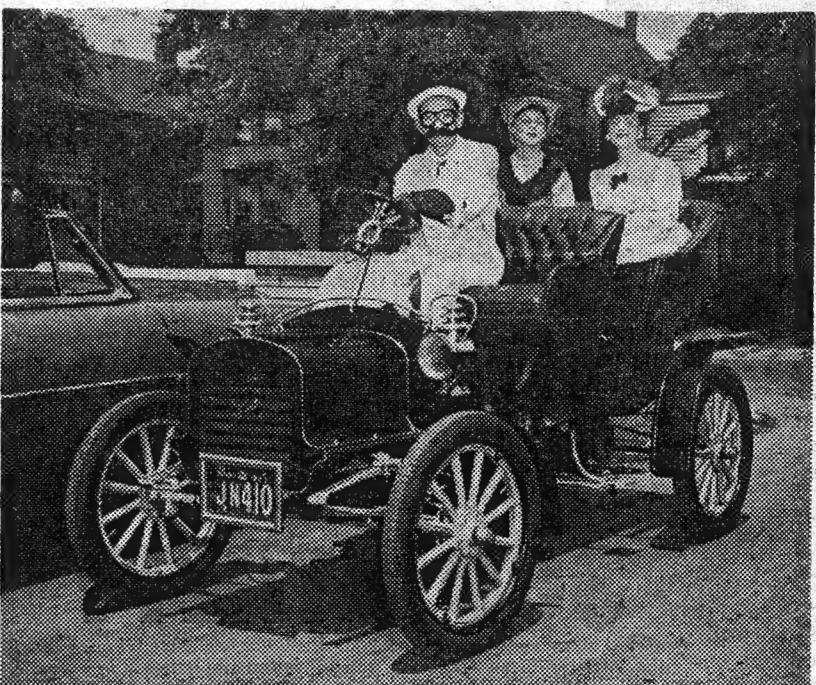
JUST two years ago, executors examining the estate of a Lethbridge auctioneer found a workable Model T in the garage. Then, to their surprise, they found a second Model T in a nearby shed. It had been carefully covered with canvas and was obviously brand new.

The mystery of the shiny new Model T, unused in 1953, was solved when they found the auctioneer's diary for 1925. There, in a neat entry, he had chronicled his reasoning: "Today I acquired two Model Ts. I'll drive one and use the other for spare parts if they stop making them. Or perhaps I'll drive one till it wears out and then use the other."

Twenty-seven years later he

Model T a more familiar sight than on the western prairies, whose rugged "roads" were more than a match for most other autos. There are still more than 100 Model Ts licensed and operating in Alberta. In the Peace River district, Model T races are held regularly every summer.

But Ford of Canada means more to Albertans than merely nostalgic memories of the Model T. More than 100,000 Ford of Canada vehicles are in daily use in the province. There are 79 Ford-Monarch dealers and 42 Mercury-Lincoln-Meteor dealers in cities and towns from Cardston to Fort St. John. A company branch office was set up in Calgary as early as 1912.



This ancient Ford was still running in 1953 when this picture of one of Henry's early models was taken.

had still not worn out his first Model T. Except for a tendency to creak and rattle, the old tin Lizzy was still able to wheeze its way up southern Alberta's rolling hills. The untarnished, second Model T had a lifetime ahead of it.

This single incident is typical of the many traditions which have made the Model T a legend in the 50-year automotive history of Canada.

Nothing Stopped It

No other vehicle ever won such a secure place in the affections of both motorists and non-motorists. It became a symbol all over the world for crotchety sturdiness. Its versatility endeared it to thousands who used it in a hundred different ways, from pulling stumps to snow-clearance (as it is still used in Ottawa today).

Almost literally, it could "go anywhere and do anything." Imagine the territory Father Lacombe could have covered if he could have rattled across the prairie in a Model T.

Perhaps nowhere was the

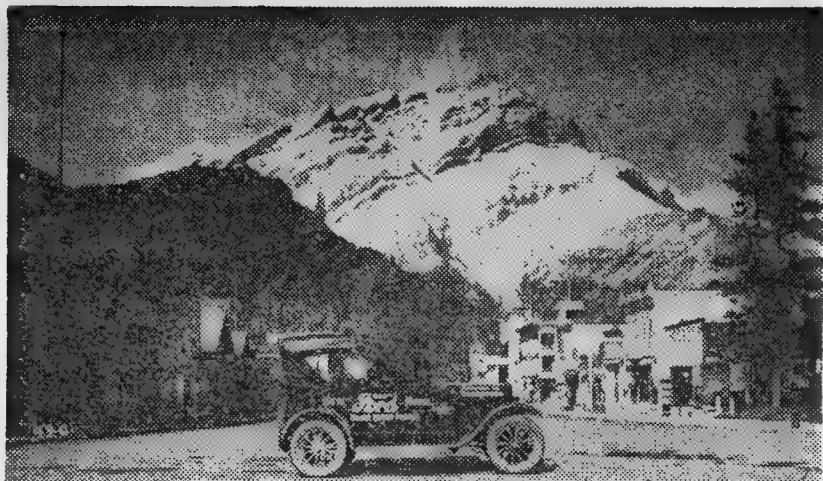
Actually, the histories of Ford Motor Company of Canada, Limited, and of the Province of Alberta span almost the same period.

Ford of Canada, the first automotive manufacturer in this country, received its charter on August 17, 1904, one year after Henry Ford launched his company in Detroit, and one year before Alberta became a province.

Big Growth

In the former Walkerville Wagon Works on the outskirts of Windsor, Ontario, 17 employees produced 117 cars in the first 12 months. Last September 8, Ford of Canada turned out its 3,000,000th vehicle.

In the intervening 50 years, Ford of Canada frequently made automotive history. Ford was first to use alloy steel (1907); first with flywheel magneto (1908); coach-type body (1915); plastic steering wheel (1921); safety glass as standard equipment (1927); rustless steel (1931); to build V-8 engines in Canada (1932); permanently



This is the famous Ford that pioneered in trans-Canada travel away back when.

sealed water pumps (1932); to use isotopes in research (1945); with completely redesigned postwar car (1948); to establish statistical quality control in production plants (1949); with water-proof ignition system (1951); with suspended brake and clutch pedals (1952) and ball-type suspension (1953).

Probably the two most important contributions Ford of Canada has made to Canadian industry, however, were its introduction of the assembly-line technique perfected by Henry Ford and the \$5-a-day wage.

In its first years at Windsor, Ford of Canada paid its workers 15 cents an hour for a 60-hour work-week. By 1915, Ford wages had been boosted to 30 cents an hour. Then came the startling announcement that wages would be hiked to \$4 a day for an 8-hour day.

"The Anarchist"

Typical business reaction was a statement by an iron works manager in Erie, Pa.: "Anarchy, discontent, class war, and the work of the bomb-thrower were furthered more by the recent action of Henry Ford in distributing millions among his workingmen than anything else in a generation."

Later, wages went up to \$5 a day, then \$6 a day. Today, wages and benefits at Ford of Canada's manufacturing plants at Windsor average \$2.15 an hour for a 40-hour work-week.

Despite these high wages, Ford of Canada has always kept

its prices competitive. Total sales for the past half-century have been more than 3½ billion dollars. Better than two in every five motor vehicles produced in Canada have been built by Ford of Canada.

During World War II Ford of Canada was the largest single source of military land transport in the British Commonwealth, producing 370,000 vehicles for the armed forces, including 34,000 armored units. On a total sales volume of \$838,000,000 in the war years, the average annual net profit of the company after taxes was only 2.1 per cent of sales.

The company has experienced a tremendous expansion in the postwar period. More than \$80,000,000 has been spent on new plant facilities, including 32½ acre assembly plant at Oakville, the largest industrial plant under one roof in Canada.

The plants, offices and warehouses of Ford of Canada, including those of its wholly-owned subsidiary companies in Australia, New Zealand, South Africa and Singapore have a combined floor area under roof of more than 165 acres and give employment to almost 25,000 persons. The Canadian plants alone produce in less than two hours as many vehicles as were turned out in the first 12 months of the company's existence.

Like booming Alberta, Ford of Canada looks forward to the next half-century with faith and confidence.

Solution to last month's puzzle

CALAS	MAAM	DOSS	PRISM
SALAMI	AGNI	EDIT	REVEAL
AM	TOD	NODES	SARA
PIT	SHINGLERS	SMITER	RIM
OSAR	TRI	ERIES	ENE
REPPEL	ASP	STRAINS	PATEN
POI	HAT	ETNAS	LEN
REPEALS	NAB	SEN	CATCHER
EMIL	OH	NAG	RUBE
NIL	AS	ANKARA	EIRE
DREAMY	MOA	ALT	BALUSTER
BINS	TRAPPED	RIMA	
PARANOIA	DIP	SEA	TORPID
ANA	EDDAS	SLATED	ER
ROPE	ELAN	ERI	OZO
TATTERS	BAM	OFF	FLEE
ANI	PECAN	YET	MIRRORS
CARPS	TARRIES	ERR	EMITS
ALOE	BAN	ENATE	AIT
TUN	HAUNT	STEVEDORE	SUE
ED	LER	IOTA	RAVE
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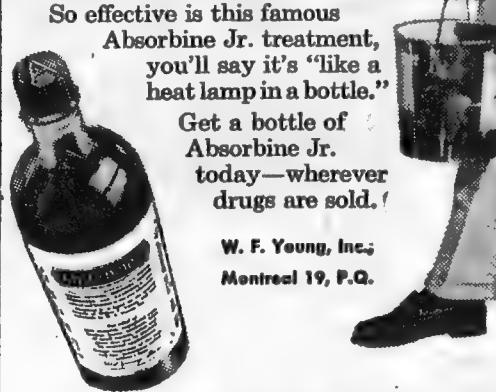
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Hitting the highlights of fifty years of agriculture

By GRANT MacEWAN

WHAT were the agricultural highlights in the fifty-year period since the Provinces of Alberta and Saskatchewan were created and the Farm and Ranch Review began to publish? Nominating the ten events or developments of uppermost importance could be an interesting guessing game in an evening hour, especially for people who, like the writer, never mastered the mysteries of bridge and canasta.

To head my list, I would choose the mad rush for mid-western homesteads Land which reached its peak Rush in 1909. It had something in common with a gold rush. Anyone who was 21 years of age or the head of a family and had ten dollars, could get a quarter-section homestead farm. In the 13-year period centered around 1909, some 400,000 homestead entries were made in the New West and two-thirds of them were made by immigrants. Some mistakes were made but the dual fact remained, that the face of the prairie country was being changed at a feverish pace and production was accelerating at a rate that made it dramatic.

For the second of the ten events to be chosen, the writer would jump to June 11, 1917, when the Board of Grain Supervisors, as a forerunner of the Wheat Boards, was set up. Wheat prices were soaring; in May of that year, Winnipeg wheat touched \$3.00 a bushel. Then this new federally appointed board with wide monopolistic powers in regulating prices, was instituted. More important than the business it transacted was the fact that it was establishing a pattern and in 1919, the first Canadian Wheat Board was formed. The Board of 1919 was short-lived, but the demand for something of similar kind led ultimately to a long period of marketing by the present Wheat Board.

Then came the Wheat Pools to rock the farming communities. Surely their origin deserves a place of prominence in any review. In 1923, the farmers of the West were in no mood to wait much longer for the Wheat Board they were demanding. While the idea of doing something for themselves was prevalent, Aaron Sapiro was invited to these provinces to tell about co-operative selling of cotton, fruit, poultry, and wheat.

It was late in the season, but voluntary Provincial Pools were planned and in less than 90 days, Alberta organized to handle 35 million bushels of wheat. Saskatchewan tried to secure an adequate sign-up in twelve days

but decided to defer until the following year when fifty per cent of the provincial acreage was signed up. Each of the three mid-western provinces had an active Wheat Pool in 1924.

Perhaps not many of the students of agricultural history would give one of the Grain Show importance to the World Grain Show held in Regina in 1933. Nevertheless, some may see that event as having a double or triple significance. It was truly international in scope and was an expression of confidence, at a time when most western people were understandably blue. It came exactly fifty years after the critics were scoffing at Regina as the site chosen to be the capital of the North West Territories. More than anything that had taken place, Saskatchewan's Grain Show served to focus the attention of the world's agricultural eyes upon Western Canada.

Then there was the never-to-be forgotten combination of drought and depression that struck the farming country in the '30's. As a disorder it was more distressing than measles and more lasting than "the seven years itch". Thus it gained both economic and historic importance. The wheat grown and sold by the MacEwans in 1932, netted less than 28 cents a bushel and on December 16, of that year, the Fort William price was 39½ cents.

The ruinous prices for all grains coupled with three cents a pound for fat steers, and two and a half for market pigs, would have been enough by themselves but the utter cussedness of the period didn't stop there.

With drought over much of the western farming country, yields dropped and The Worst feed shortages became acute. 1937 was the "year of years", with the average wheat yield in the Province of Saskatchewan at two and one-half bushels per acre. Many farmers recovered no feed except for a few loads of that meanest of roughages, Russian thistles. But to the credit of the people who faced the necessity, the same thistle "hay" brought a lot of livestock through the winter.

When one considers all that has been accomplished in the way of irrigation, community pastures, re-grassing, re-settlement of farmers on better land and the promotion of new cultural methods, the federal government's action in passing the Prairie Farm Rehabilitation Act in 1935, should not escape a place among the ten top events

of the half century. And for the 89 million dollars spent by the P.F.R.A. since the Act was passed, Western Canada may assume that pretty good value has been received.

For event Number Seven, I'd nominate Western Canada's performance in wartime Wartime production and Record with it the notable recovery from the economic ills of the previous years. Mechanization was taking over in the grain fields and cropping efficiency was being raised. But it was pork production that constituted the shining feature of that decade after 1940.

Between 1940 and 1945, some three and one-half billion pounds of meat went from Canada to United Kingdom. Most of it was bacon and most of it went from farms of the mid-western provinces. The export of animal products coupled with the post-war demand for wheat led to an annual increase in the value of Canadian farm output for nine successive years after 1944.

If one were asked to name the most shocking agricultural news of the fifty years, the announcement on February 25, 1952, that Foot-and-Mouth disease had broken out in Saskatchewan would probably come to mind. 1952 will long be remembered as the "Foot-and-Mouth Year". This might well be the next item on our list.

No agricultural event in the history of the West had cast more gloom; "We won't live to see the end of this set-back," some cattlemen were heard to say.

But the clean-up was even more striking than the bad news about discovery. 184 days after papers carried the story, official announcement could be made that the disease was eradicated. And in one year plus a few days after the evil news had flashed across the country, Canadian cattle were again free to enter United States markets. The foot-and-mouth experience was costly enough. It was seen quite fairly as a national emergency and in the rapidity and completeness of the clean-up, the record was one to be remembered.

For "highlights" nine and ten, I would draw upon two technological advances Chemical that brought sweeping changes in western agriculture. First the introduction and adoption of chemical weed control. Second the achievements of plant breeders in providing new and better grain varieties, especially in wheat.

The war-time discovery of 2,4-D led to commercial production in 1944 and used with con-

siderable timidity on about 100 acres of western crop in 1945. It is not surprising that people entertained doubts and fears about a substance so mysterious that it could select most weeds for the kill and leave the grain crops unharmed. But the tests gave confidence and the rate at which the new method of fighting weeds was adopted seemed little short of phenomenal.

And finally there were those plant breeding programs that led to the new crop varieties, made-to-measure Crops for the soil and special conditions in the West.

Marquis wheat was made available to the farmers and was accepted wholeheartedly during the half century under review. It matured earlier than its predecessors and was better able to escape early fall frosts. Marquis was the greatest agricultural triumph up to the time of its introduction but the work of the plant breeder is never-ending and the biggest challenge of those 50 years has been the breeding of varieties that would resist crop rust.

In 1916, the West felt a 100-million-dollar loss from stem rust. Farmers felt powerless. In 1924, the National Research Council in co-operation with the Department of Agriculture and the western Universities set up the Associate Committee on Cereal Rust. In the following year a Rust Research Laboratory was opened for business on the campus of the University of Manitoba.

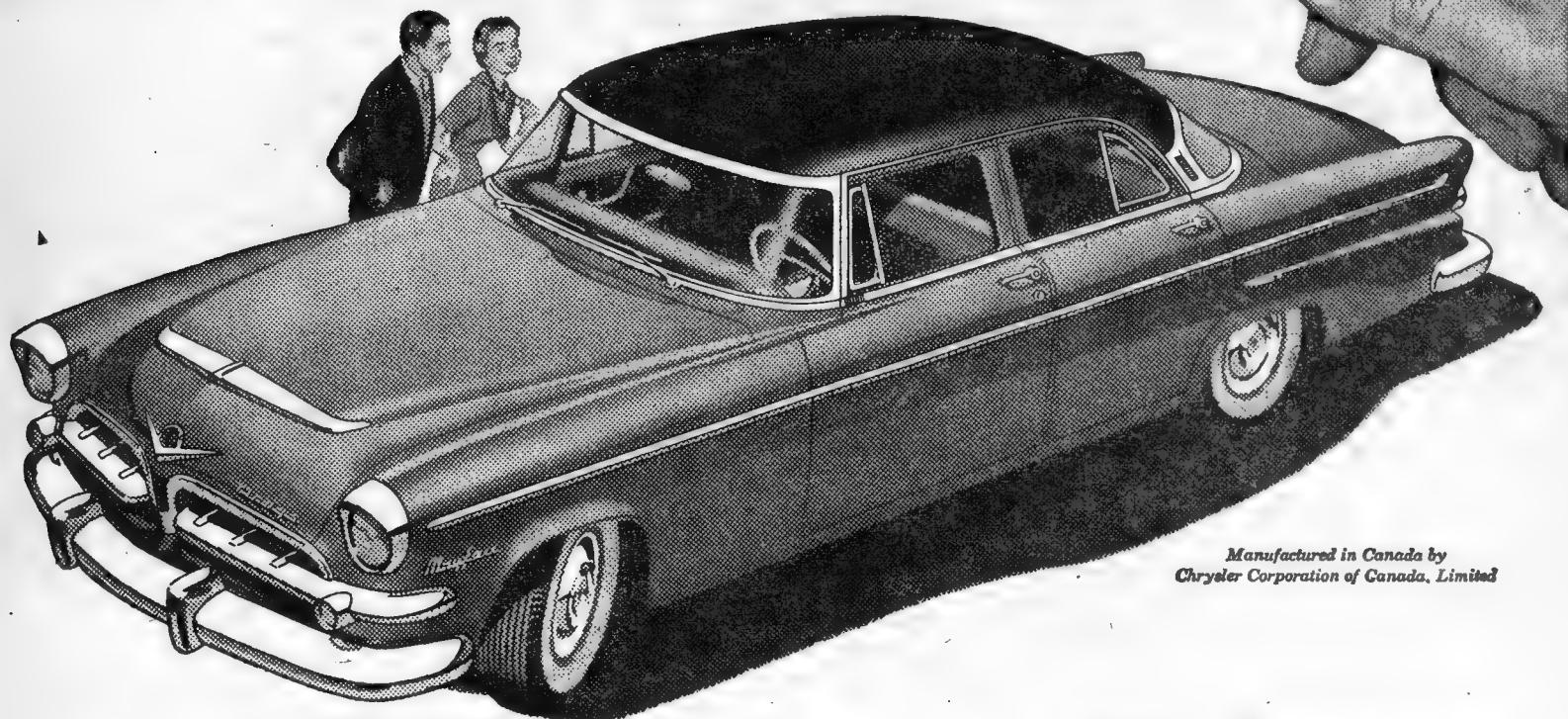
Various new wheats and other cereals were produced and for some years prior to New 1954, western farmers Wheat felt secure against the ravages of rust. But in 1938, United States plant pathologists detected a warning in the form of a new strain of rust against which none of the varieties in general use had resistance. They called it Race 15B and Canadian workers, recognizing the threat, began a search for a good wheat to resist it.

The 15B rust appeared in Manitoba in 1951 and the work of the breeders was pressed forward. A new wheat was proving itself and in the fall of 1954, there were 700 bushels of it. By sending seed to California to be grown, while Canada was in the grip of winter, there were 6,000 bushels of seed available for the spring of 1953. Late in 1953, announcement was made that the new wheat had met all the tests and was being licensed with the good name of Selkirk.

But the rust demon was sly and struck in 1954 before the new wheat was available in sufficient amounts to be in general use. Selkirk's merits were demonstrated, however, and three and one-half million bushels were assured for the 1955 planting.

That makes ten "Highlights" but there are lots more in the fifty exciting years of western agriculture.

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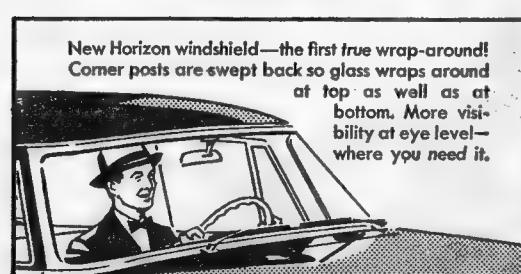
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I HEARD Frankie Sinatra on the radio the other night. I'd often heard of him, but never heard him before. He was singing a song that repeated the words, "I'm going to live 'til I die". That part of it was all right. Too many people die long before they are buried. A lot of people could take the epitaph, "Died at thirty, buried at sixty". All of us should keep right on living until we stop breathing.

But then Sinatra sang, "I'll be a devil 'till I'm an angel", and he spoiled the whole thing.

For that is the slickest lie of the Devil — that in order to live we've got to be devilish. To be good, the Devil says, means to be dull. To be bad means to have fun. The Devil is a liar!

I sat back in my chair and remembered a young woman who told her minister, "I want to see life". She saw the seamy side of life, all right. She missed the good part. She took her life in her two hands and broke it into little bits. She broke her own heart and the hearts of a lot of other people.

Then I thought of a woman who walked out on her husband and three of the loveliest children you ever saw. She figures she'd missed a lot of fun and she'd catch up on it. A young fellow was "in love with her". Her husband was a grand fellow, but he had too much of a job supporting her and the kids to be glamorous.

The Pay-off

So she went off with the other man. I saw her some time ago and she surely wasn't having any fun. Pay-day had rolled round. She'd go on paying for the rest of her life, too. "What a fool I've been!" she sobbed.

A young fellow one evening thought he was going to live. He got drunk and had a head-on collision with another car. The occupants were nearly killed. Now he is in an awful lot of trouble. Lucky it isn't worse. Was it fun? Is that what you call living?

Some people just won't believe that "The wages of sin is death", as the Bible says. They say like the Prodigal, "Give me the goods". "Goods" — that's all they care about. But like the Prodigal they end up at the pig-sty. Don't you remember how the Father said when he returned, "This, my son, was dead". "Dead"!

Broken Promise

Sin promises us life, but leads us to the graveyard. The Devil promises us joy and gives us grief. He promises us pleasure and give us pain. He promises us a good time and gives us a headache the morning after. "There is a way which seemeth right unto men, but the end thereof is death".

The Devil is a liar when he says that life is in "goods" or "things". "A man's life consisteth not in the abundance of the things which he posseseth", said Jesus.

The Devil is a liar sinning isn't living

By DR. FRANK S. MORLEY, Ph.D. (Edin.) B.D.

The Devil also lies when he says that life consists in pleasure. "She that liveth in pleasure is dead while she liveth". After a brilliant youthful career, while still a young man, Byron wrote:

"My days are in the yellow leaf,
The fruit and flower of love are
gone.
The worm, the casket, and the
grave,
Are mine alone".

Nor does life consist in fame. Alexander had more fame than most people, but he ended his life weeping for more worlds to conquer. He died in a drunken brawl. A Prime Minister of Canada confessed to a friend that he believed his life to have been a great failure.

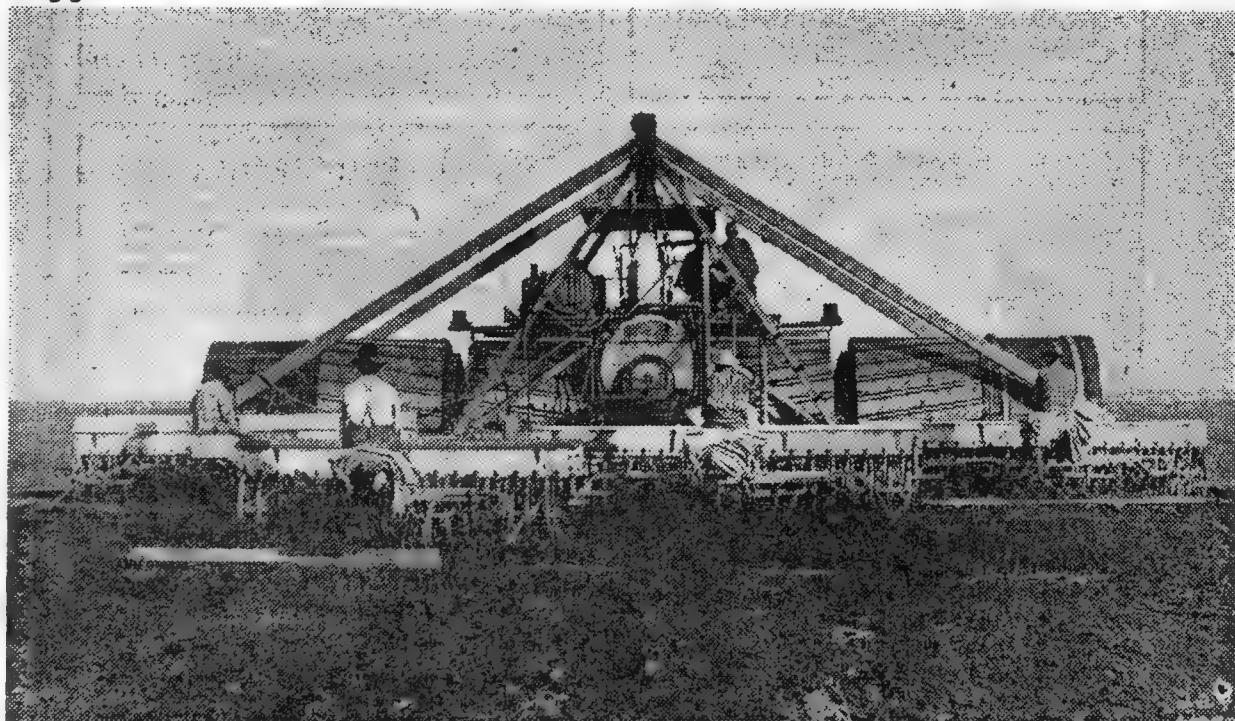
Poor Rich

Life certainly does not depend on wealth. In one year in the United States 73 millionaires shot themselves. Some of the unhappiest people I've ever known are the wealthiest. They could buy and sell me a thousand times over.

They buried an 84-year-old rag-picker in New York some time ago in a pauper's grave. Then they found that the old boy had a fortune worth over \$500,000. He had gone to college with the poet Robert Frost and the philosopher Henry James! He'd made money. Happiness? He'd found very little.

The writer of Ecclesiastes had all the wealth a man could possibly desire. He was rich as Croesus. But he wrote, "He that loveth silver shall not be satisfied with silver; nor her that loveth abundance with increase; this is also vanity".

Biggest Ever



If this isn't the biggest ever built, it will surely do until its claim is refuted. This machine had three wheels, each six feet wide, on either side with the wheels standing 7½ feet high. It had an overall width of 46 feet and is shown here drilling a 44-foot strip of peat land in the San Joaquin valley of California. The machine was built in 1903 by Benjamin Holt, who two years later invented the Caterpillar tractor.

come that they may have life", said Jesus. Here it true living, the only true life. Every other way is death.

Christianity is not "The Gospel of the Wet Blanket". Christianity is the only religion in the world which says, "Go ahead and live! Don't suppress your impulses. Express them in the way that is going to give you most satisfaction". Christianity is the only religion in the world which says, "Enjoy yourself! Have a real good time. But express yourself and use your instincts and powers in the way that brings true pleasure and genuine living". The "good" way is only "good" because it does bring us the greatest joy. "Right" is only "right" because it makes for the greatest satisfaction.

God is no kill-joy. That's what the Devil persuaded Eve, that God was a kill-joy. God made the Garden of Eden for Adam and Eve to enjoy. The Devil didn't. The Devil never made anything for anybody. But God gives us everything to enjoy. He wants us to live and be happy.

Why don't you wake up and live? Some day, Jesus warned, you'll die. Then God will ask, "Did you use those talents I gave you? Did you do any deeds of loving kindness? Did you ever do anything for anybody?" Jesus admired energetic people. His favorite commandment was "Keep awake!"

We really live when we find Christ — just look at Paul, Augustine, Francis of Assisi, St. Bernard, Luther, Calvin, Wesley, Livingstone, and millions of others.

"Thou wilt show me the path of life; in Thy presence is fulness of joy; at Thy right hand there are pleasures forevermore".

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READERS of Jubilee issues of the Farm and Ranch Review will be aware that in 1905, the year this magazine set out in the world, there was considerable doubt that the automobile would survive. With most people there was no doubt that the horse would. Well, time has proved them wrong and now about the only question in connection with the automobile is whether or not the people will survive.

The citizens of the early 1900's sang and danced to songs like, "My Merry Oldsmobile".

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Today's cars and cars as Jack Benny knew them

BY IVAN HELMER

Harassed car drivers, stalled, or bogged down in mud holes were laughed and jeered at. "Get a horse" was the taunt of the day. The whole subject of the automobile was apparently just a big joke — something to provide a subject for fun as long as it lasted.

One wonders if even men like Henry Ford, obsessed with faith in the car's future, yet beset by ridicule, production and sales problems, and public prejudice, had the least notion of the actual future of the automobile. Surely in their finest dreams they didn't picture anything remotely related to today's automotive scene.

In 1912 Ford was using the then unbelievable figure of, "180,000 sold and delivered" as sales talk. A piddling figure today, but in that day it was probably one that brought misgiving to any far-sighted horse lover. In 1953, after the Ford Co. had been operating for 50 years, the total of units produced was 31 MILLION.

Today's driver cruises along a smooth highway at 70, leans lazily on the window sill of his air-conditioned car and listens to his radio. He is a far cry (whatever that is) from the early motorist in full length linen dust-coat, peaked cap, goggles and elbow-length gauntlets. This guy jolted over the countryside at 15 or 18 miles an hour. He scared all the livestock, and most of the people, in his path half to death.

No Roads Even

He was exposed to the dust, and the wind, and the rain, and the cold. He had no roads worthy of the name to travel by. He had no windshield wiper, no defroster, no heater and no self-starter. In most cases if he had a mechanical breakdown it might be weeks before the part could be obtained to get his machine running again. This hardy pioneer didn't have any automatic choke, or automatic spark

on his car either. These were set by hand controls and setting the spark was a delicate operation at best. It was usually wrong resulting in a back-fire while cranking. There were probably more broken arms from cranking cars in those years than there were casualties in the Battle of Waterloo.

Thousands of motorists today have never changed a tire and haven't had to have it done for them very often. Plenty of cars have travelled thousands of miles without ever having had a tire off.

Biggest Headaches

Yet tires were the real headache in the early days. Even a short trip without a flat was something to brag about. We know a man who drove a new car from Winnipeg to Maple Creek in the summer heat of 1919 and claims to have had 27 flat tires on the trip. He says he got so mad after awhile that when he got another flat he'd throw his hat down in the road and jump on it until his rage and vexation had abated.

Anyone over 45 years of age can remember cars "running on the rim" — no tires left in repair so the driver just left it, or them, off and rattled home on the tireless wheel.

Small wonder then that dozens of wild ideas in tires were offered the desperate motorist. There was a segmented tire that fastened to the rim in several sections, each section with its own valve. Likely if you ran over broken glass with this one you had several tire repairs to make instead of one. An all steel tire with rubber treads cemented to it was on the market.

Hob-nailed Tire

One inventor offered a hob-nailed tread to slip over any tire. There were "puncture-proof" tires of almost solid rubber, built with just a slight hollow in the center — for easy rid-

ing. Instead of tubes you could get tires filled with liquids, or with sponge rubber.

There was no real relief from the tire problem until the balloon tire and lower air-pressure came out about 1930.

Some of the cars turned out in the early stages of automobile history were certainly fit subjects for humor and derision. The Popular Mechanics Magazine in a recent issue ran a story describing early freak cars, some of which follow:

In Utah a man named Uriah Smith, concerned with autos frightening horses, tried to overcome it by disguising his car (at that period practically a buggy driven by a motor) by adorning the front of his dashboard with a realistic live-size dummy of a horse's head. Uriah claimed this would fool horses and keep them from panicking. Personally we doubt if this would even fool a horse-player.

A New Jersey inventor would provide an engine and the necessary attachments to convert any horse drawn vehicle to a gasoline driven vehicle. The magazine illustrates a two-seated, fancy-topped surrey thus converted. An extra tricycle type wheel is attached out in front for steering. The new car was steered, or driven, with leather reins fastened to a handle bar on this wheel just as a horse would be driven, by pulling on one rein or the other.

Wicker Bodies

One manufacturer turned out bodies in a wicker basket style. The idea of these was that they wouldn't rust, scratch, or dent, and could be washed off with a hose.

In 1913 a car called the Duck was on the market. This was driven and steered from the back seat and had two seats ahead of the driver. No mention of mother-in-law jokes seems to have been made about it either.

Another car was turned out with eight wheels, four in a set at the back, and four in another set at the front, exactly as on a box-car. This car was called the Octoauto and the idea was to smooth out the bumps of the roads. This machine brought out in 1911 proved (for some reason) to be too hard to steer. So the following year the company brought out the Sextoauto with only two wheels on front. This was an idea which the car's sponsors stated would revolutionize automobile construction. Well, we haven't seen any six-wheeled cars lately.

First cars were so temperamental that one inventor came out with a two-motored car. One motor was a spare and could be turned on if and when the other failed. Both motors could be operated at the same time if you really wanted to hit the high spots.

Yes sir, a remarkable invention, the automobile — if only we can learn to control it.



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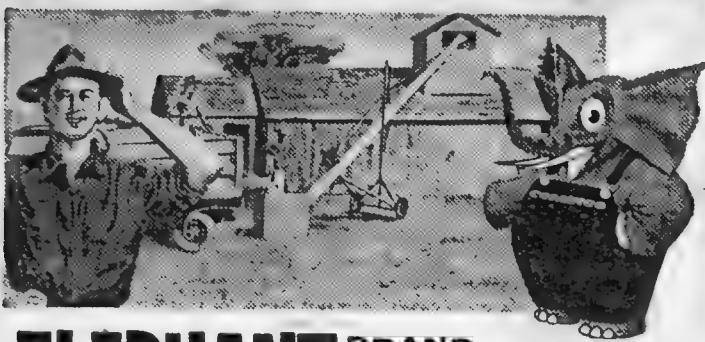
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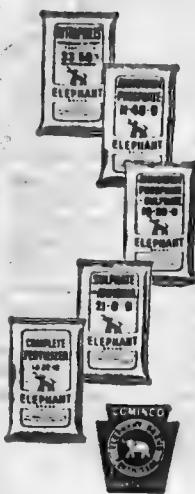
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Early life of the C.N.R. was pretty rugged, too

NINE years before the provinces of Saskatchewan and Alberta were formed the Canadian Northern Railway, fore-runner of the present Canadian National, ran its first train.

It was but a small beginning for the vast network of railways, express, telegraphs and hotels that serve Western Canada today, but the train that ran from Gladstone to Dauphin, Manitoba, on December 15, 1896, carried more than passengers and freight — it carried the future with it.

First Diesel



William Mackenzie and Donald Mann, founders of the Canadian Northern, knew that the Western prairies could grow the finest wheat found anywhere, and that railways would be needed to bring it to market.

Even before the turn of the century, they had extended that first, short line in Manitoba, into Saskatchewan at Erwood. This line was pushed westward through Hudson Bay Junction, reaching Melfort by 1902.

At the same time they built another line from Dauphin which entered Saskatchewan near Kamsack in 1902 and reached Humboldt the following year. During 1904 this line reached beyond Saskatoon, and had passed Edmonton by the end of 1905.

Meanwhile, the Grand Trunk Railway and the Dominion Government were laying plans for another transcontinental railway line. The contracts for the line were signed in Ottawa on July 29, 1903. Under the agreement, the government would build from Quebec City to Winnipeg and the Grand Trunk, under the name of the Grand Trunk Pacific.

The G.T.P. started building westward from Portage la Prairie in 1906, and eastward to Winnipeg the following year. Work on the western end of the line progressed rapidly with steel reaching Melville in 1907 and the Alberta border in 1908. The following year, the tracks had reached Edmonton and were well on their way to the Rockies by the end of 1910.

In the early days, the G.T.P.

was interested in reaching the Pacific Ocean at Prince Rupert, and most of their efforts went into the one railway line. The Canadian Northern, on the other hand, pushing westward towards Vancouver, continued to buy up large and small private lines. Connecting links were then built, welding the scattered lines into an integrated system.

By the end of 1908, the Canadian Northern operated some 3,100 miles of railway in Western Canada, and were adding up

to 500 miles per year. When railway expansion was ended by World War I, they had not only completed their Vancouver line, but had brought railway service to hundreds of prairie communities.

The Grand Trunk Pacific had also built through to the coast at Prince Rupert, sometimes against difficulties that would have appalled any but the most determined. At one point in Western Alberta, construction crews dismantled a complete work train, including the locomotive and two steam shovels. They then moved them two miles by horse-drawn sleighs so that work could proceed behind while a huge bridge was being built to carry the truck.

Building through the rugged mountain country between Jasper and the coast required ingenuity and courage, but despite the difficulties nature placed in their path, both the Canadian Northern and the G.T.P. built to the most exacting standards. As a result, the C.N.R. today has the finest of any railway through the Rockies.

The role which the C.N.R. played in the changing, diversified economy of Western Canada is as important as the one it played during the days of early settlement. The emphasis in railroading has changed from construction to maintenance, and facilities, rushed to completion earlier, have been improved and expended to meet present-day needs. This has aided growth by encouraging more and more industries to settle in the West.



Fairlane Sunliner



Fairlane Victoria



Fairlane Town Sedan



Fairlane Crown Victoria



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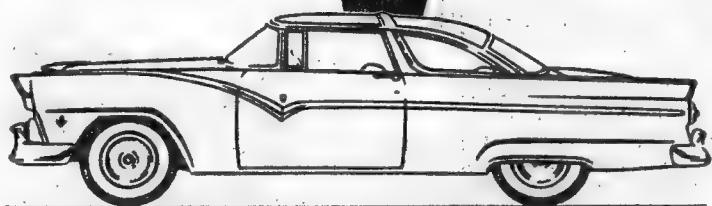
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NOW is the time to think about planting trees and shrubs. As soon as the ground has thawed out, but not while it remains sticky, the deciduous shrubs can be safely transplanted. Have a plan and work to this plan as near as possible.

The choice of hardy trees and shrubs suitable for the prairie home or farmstead is now much more extensive than formerly, all sorts of new and improved

Plant your evergreens in May, shrubs in April

By H. F. HARP

varieties are available from prairie nurserymen.

The arrangement of the shrub planting should complement the house so as to make it appear part of the landscape.

The old-fashioned houses which are usually tall and plain in outline are the most difficult to effectively treat with foundation planting. The best means of making such houses appear less tall and gangly is to plant large spreading shrubs at the front corners; extending this planting ten or more feet out from the house.

Suitable material for this planting would be Ginnalian Maple, Villoose Lilac, Red Elder, and Schubert Chokecherry. The latter shrub has purple leaves. These tall subjects may be planted about six feet apart. Lower growing specimens such as Spireas, Cotoneasters, and Potentillas, can be used to finish off the group.

The general idea is to frame the house and give the feeling that it is anchored to the landscape. The bungalow-type house requires slender growing shrubs to relieve the bareness of the walls and low-growing types for the corners and entrance.

Foundation Plants

Evergreen are best planted facing east or north. May is the best planting time. Many hardy sorts are now available from local nurserymen. These home-grown plants are vastly superior to those which have been grown in the milder parts of the country.

Prostrate forms of Juniper, Japanese Spurge and Pachystima make ideal ground cover plants and once established they require little attention.

Both the Pachystima and the Spurge will tolerate quite a bit of shade. Some lesser known but desirable shrubs are listed here. If any difficulty has been experienced in obtaining these newer varieties a list of nurserymen offering them for sale will be supplied upon writing the Experimental Station, Morden, Manitoba.

Shrubs of Interest

Caragana Frutex — This is a neat, compact plant which grows to 3 feet. The foliage remains dark green and lush throughout the growing season.

Caragana Juboto is an unusual type of Caragana with woolly stems and long spines. The large white flowers are attractive over a long period. A rather striking plant and one that tolerates extremely dry locations.

The Red-berried Cotoneaster is a hardy shrub which grows to a height of five feet. The berries are freely produced on arching branches.

Dogwoods (*Cornus alba sibirica*) has fine red stems; the variety *Ganchaultii* has golden

variegated foliage. The Dogwoods are easy to grow and make bright patches of color in the winter landscape.

Albert Regal Honeysuckle makes a graceful small shrub. The foliage is small, blue-green in color and dainty. The flowers are soft pink, scented and open in June.

Mock Orange — *Philadelphus* may be used as a specimen in foundation planting or in the border. Its sweet-scented blossoms are greatly esteemed. Hardy varieties are listed by prairie nurserymen. Eastern grown stock have not proven satisfactory for prairie gardens. The variety *Minnesota Snowflake* has been widely acclaimed. Its double, pure white flowers are richly scented. At the Experimental Station, Morden, this variety has suffered a moderate amount of winter injury. The varieties *Thelma Purity* and *Mrs. Thompson* are more reliable. *Silvia* is a new variety developed at Morden. It is late flowering, double and worthy of a choice location.

Cinquefoil (Potentilla). This is a native plant well worthy of a place in the garden. Select forms make showy plants that bloom from July until frost. The varieties *Purdomi* and *Fanci* are choice. Both have starry, golden yellow flowers.

Spireas — There are many varieties in this group, including some of the finest shrubs we have. *S. trilobata* and *S. trichocarpa* are recommended as hardier than the better known *S. Vanhouti* and *S. arguta*. Both have white flowers in June.

Pink flowered Spireas flowering in late summer include *S. humalda* and *S. froebelli*. They make useful plants for edging the border as they are dwarf in stature.

Seasonable Hints

What to do with that bundle of nursery stock upon arrival? First, lose no time in opening up the package and examine the plants for dryness. If the plants are dry they should be soaked in water over night. They must not be left in water for longer periods however or the roots will be damaged.

If weather conditions or other circumstances do not permit direct planting the stock should be heeled in which means that the plants are set in a sloping trench and well covered with soil. Select a sheltered spot and firm the soil about the roots and well up the stems.

At planting time have a few pieces of wet burlap handy to place over the roots. It is most important that the roots are not exposed to drying for even a minute.

Take out holes that are large enough to accommodate the roots without crowding. Broken or damaged portions of root must be cut off cleanly by making a diagonal cut starting from the underside.

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This reader corroborates our Alaska-trek story

To the Editor:

I am reminded of the story my father would tell, during meals, to various guests at home when I was a boy, when reading Ivan Helmer's article under the heading, Edmonton to the Yukon, Biggest Swindle of Them All. My father was one of a few in England who grub-staked a Captain Newbury, who sold his commission in the Bedfordshire regiment, purchased horses (and the necessary feed), where they landed with him at Calgary. (That is about as good as taking coals to Newcastle.) This indicates the ignorance the average Englishman had of Canada in those days, in fact for some considerable time after that year.

However, going back to the story, he eventually reached Edmonton, and with the first party left for the Klondike. The last his wife and friends ever heard from him was a letter from Edmonton.

In 1913, while in Ehushanna, later named Chisana, there was a small gold stampede which people said later was fostered by the White Pass and Yukon Railway, but to which some thousands of people went, expecting a second Klondike. In fact, a log cabin town of nearly a thousand cabins were built at that time. A prospector

came to the cabin of myself and wife, and over a cup of coffee we learned that he had made that trip from Edmonton to the Klondike, and for those who may remember, his name was Anderson — his story was more than interesting to me.

As one of twelve who made the trip, he told me the story of Captain Newbury who was with the party up to the second winter, when both scurvy and Indians were taking their toll of the small band of the survivors. Mr. Anderson said that they were short of food and a small party left the camp to hunt, and a blizzard came on and that party never came back. The Indians had (they knew) been following and had killed several of the party, so Capt. Newbury with three other survivors volunteered to go and search for them after the blizzard was over. That party never came back. Anderson said it was the guess of the survivors that the Indians had killed them.

However, my father who was alive in England, was glad to get my letter advising him of the end of his old friend who had disappeared into space. He was also glad to hear that Capt. Newbury had up to the time of his disappearance been the life of the party, encouraging them when things were so bad, and his loss at the time was much felt.

For your information, I squatted on land south of Willow Bunch in 1904, assisted in raising the old 20th Border Horse having command of the Weyburn Troop, in 1910, went to England for a holiday in 1912, obtained a letter of introduction from the late Lord Strathcona, then Canadian High Commissioner, to Sir Frederick Treves, Chairman of the British Red Cross Society, and left with a Red Cross Mission to the Balkan war, 1912-13, and then went to Alaska where I learned the story of the missing Capt. Newbury.

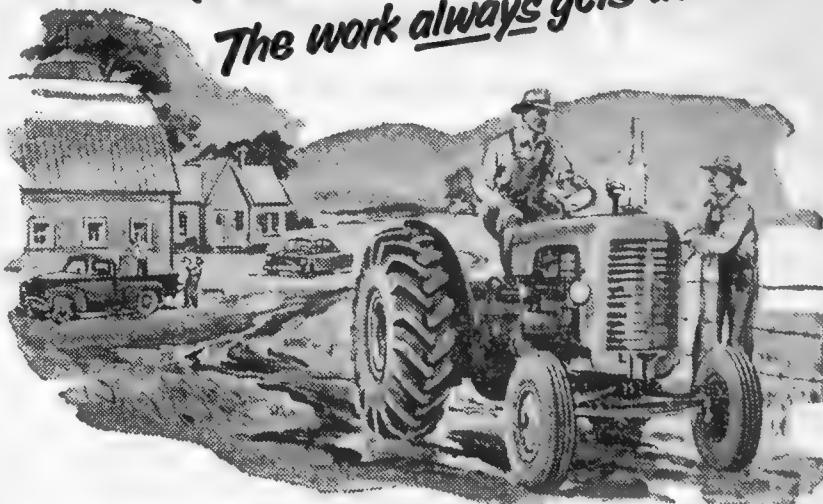
I must get a copy of that book mentioned by Mr. Helmer in his article, it might mention some of the names of that gallant band of adventurers. As some notable once said, it was the wanderers who built the Empire not the politicians. Leaving Alaska, I left my wife with her folks, and did my stint in the World War. Wounded and returned home, I assisted, while on the General Staff M.D. 10, in breaking the unfortunate Winnipeg strike. This was brought about by the Bolsheviks of that time, and Socialists from which the present-day organization in Canada received its start.

I was pensioned off at 65, having been Inspector and Asst. Supt. of the Police and Investigation Department of the Canadian National Railway. Now, having a little time to think of my past and I wonder, like many more, if perhaps I could have done better if I had tried harder. I always enjoy your editorials which are in many instances reminders of the past, giving credit to those pioneers who built this wonderful country of ours. God save and be with this, Our Canada. Wishing your newspaper the success it deserves.

O. J. Wheatley.

R.R. 3, Langley, B.C.

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The U. G. G. Corrects our error

To the Editor:

I note a rather important error on page ten of your Golden Jubilee issue. I quote the following paragraph:

"In those days when Saskatchewan and Alberta were part of the Northwest Territories, the big noise in farm organizations was the Territorial Grain Growers' Association. Ultimately it became United Grain Growers. The two-page section it took in the Farm and Ranch Review became the Grain Growers' Guide and later The Country Guide."

May I say that I regard this as a very serious error in that the entire paragraph in every respect is incorrect. In the first place, the Territorial Grain Growers' Association, which was formed in 1902, did not become United Grain Growers, but did eventually become the Saskatchewan Growers' Association, a voluntary association and not a commercial company.

Whether the Territorial Grain

Growers' Association had a two-page section in the Farm and Ranch Review I do not know, but in any case it was not the beginning of The Country Guide. The Grain Growers' Guide was founded by the Grain Growers' Grain Company in Winnipeg and had absolutely no connection with the Farm and Ranch Review at any time.

In view of the importance of the error may I suggest to you that at the earliest possible date you issue a correction in the pages of the Farm and Ranch Review.

We will be very happy thereafter to acknowledge the correction editorially in The Country Guide.

R. C. Brown.

Vice-Pres., United Grain Growers and Man.-Dir. The Country Guide.

Could any of our Saskatchewan pioneers fill in the details here? In 1905, W. R. Motherwell was president of the Grain

Growers' Association; R. S. Lake was vice-president, and other directors were: Mr. P. Grenfell, M. Snow, R. J. Phin, W. Lennox, E. M. Hopkins, N. R. Reid, Geo. Lang, and J. W. Miller. A. T. Hunter and Geo. Harcourt, both of Regina, edited the G.G.A. supplement in the Farm and Ranch. The Editor.

of long ago. And the old steam tractor, too. My father had one like that. The pioneer ranch house had a familiar "look".

I have cookie recipes cut from the Woman's Forum in Farm and Ranch. I started keeping the dates in September, 1939. Now, I like Aunt Sal's pages.

On page 39, I find boys and girls on the farm find their own fun, same as long ago.

'Tis nice to have a "watch dog", but please don't turn away the preacher, farmers need both.

I wish the Farm and Ranch Review continued success.

Mrs. C. Hunter.

Goodfare, Alta.

Not always in the right

We are two old-timers who pioneered in Alberta half a century ago and have been reading your paper for most of that time; and have successfully survived both experiences.

Now that we have reached the age of discretion, we don't mind saying we also made a few mistakes and it does our hearts good to see that you admit, Mr. Editor, that the Farm and Ranch Review may not always have been right in what it said. However, time has proved your opinion pretty close to the mark on a good many of those im-

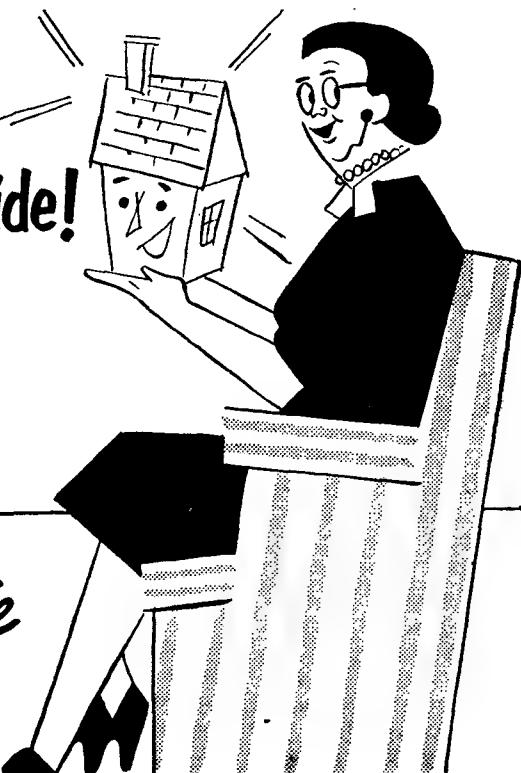


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portant issues which were not so clear at the time, because the turmoil in a changing world when revolutionary ideas were rampant, beclouded the vision of some otherwise good citizens.

One case in particular when Editor Peterson severely reprimanded the proposal of a U.F.A. convention, at which some of its strong socialistic delegates brought forward a resolution in 1917, during the presidency of H. W. Wood, which congratulated the people of Russia on their success in ruthlessly exterminating all the members and relatives of the Czar's family. Such super-heated enthusiasm for the cause of revolution was ill-advised and the result is a greater threat to democracy today.

It took not only wisdom, but courage for the editor of the Farm and Ranch Review to speak out as he did and we wish to pay this tribute to a part, at least, of your editorial policy.

J. Gordon, H. E. Nichols.
Strome, Alta.

Farmers and equality

To the Editor,

I have read your editorial in January issue, entitled *Feet Draggers in C.F.A.* You claim it has outlived its usefulness or gone to seed, which may be true, but you did not state the reason. Your only reason offered it did not endorse the 5c levy for promoting sale of meat.

The C.F.A. is a federated organization of provinces, dominated by co-ops. Manitoba co-ops were organized through the U.F.M., which was a mistake, as it wasn't long until the U.F.M. was swallowed up by the co-ops, lock, stock and barrel. The only way you can become a member of the U.F.M. is by being a member of some co-op. This is why we have three farm organizations in Manitoba. The co-ops tried to dominate farm opinion, and if you did not endorse all the co-ops did you were classed as a traitor to your own class or industry. The U.F.M. or the C.F.A. is no longer a democratic organization, where all farmers could meet and express their views, and receive fair and just consideration, as it did before it was dominated by the co-ops.

What about the Farmers' Union, are they any better? There are hundreds of old-timers like myself who have gone through the mill of experience, who cannot endorse either the attitude of the U.F.M. or the F.U. Why? Because they refuse to consider the evils of agriculture, and demand blanket protection for farmers as a class with all their evils. The F.U. are trying to organize one big union when farmers across Canada have nothing in common. They are also trying to unite with labor, when they have nothing in common with labor. They are demanding a floor price on all farm products, claiming they have as much right to a guaranteed price as labor for a fixed wage, which is absurd and out of reason. They have no grounds whatever for such a claim. No government can be justified in guaranteeing prices on anything without a controlled economy. The same applies to parity prices, which both U.F.M. and F.U. are demanding. What production farmers buy is controlled, what they sell isn't. Before we could have anything like equality in price, both what the farmer buys and sells would have to be controlled

on an equal basis, all farmers would have to be equal. Besides, how can they be justified in demanding equality for farmers as a class and equality between individual farmers.

Where there is no semblance of equality, in control of production, cost of production or transportsations. If they believe in equality, why don't they practice what they preach? And, at least see that farmers have an equal chance in production.

This is why hundreds of oldtimers cannot endorse either the U.F.M. or F.U. or farm co-ops, but we are not organized and are ignored by present farm organizations. You have to be a "yes" man to be popular in any organization, who ride rough-shod over minority rights in all so-called democratic endeavors.

Old Timer Farmer

Walking in darkness

To the Editor:

Your March issue of the Review is very interesting and one of the best.

In its religious life the world

is still "walking in darkness". The modern passion for Bible prediction appears to me to indicate a state of spiritual desolation; a seeking for that which is not meat. Jesus taught us to worship God. "The Father seeketh such to worship Him". Those words should cause us to pause in our mad rush. Jesus taught us to learn of the character of God, not to predict future events. "This is Life Eternal, that they might know Thee." (His character as revealed in Jesus.) In Him we find our deepest needs supplied. This Easter season should deepen within us the wonder of His death and resurrection for our redemption.

Rev. H. G. Smith.
Edmonton, Alta.

That "Avery" engine again

To the Editor:

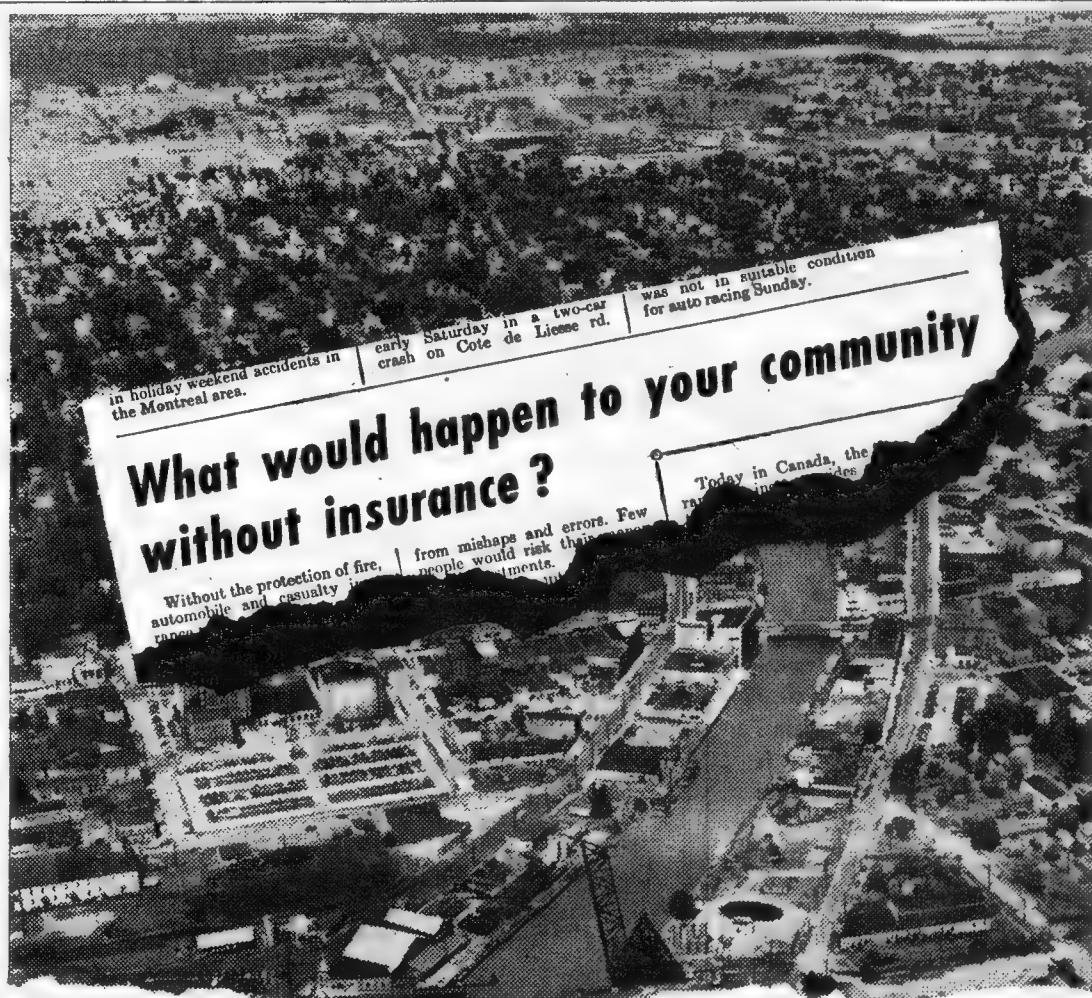
Re picture on page 24, last

Coutts.

in Holiday weekend accidents in
the Montreal area.

early Saturday in a two-car
crash on Cote de L'Isle rd.

was not in suitable condition
for auto racing Sunday.



Without the protection of fire, automobile and casualty insurance your community would be a very different place. Fire-gutted buildings seldom would be replaced. Families would be thrown into a lifetime of debt by the costs of automobile accidents and other liabilities arising from mishaps and errors. Few people would risk their money on investments. Industries would go bankrupt. Jobs would be lost.

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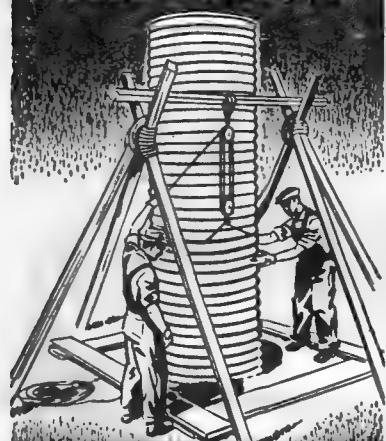
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OUR
50TH YEAR
IN THE WEST

Canada's greatest Indian— Chief Crowfoot of the Blackfoot

BY ANNIE L. GAETZ

AMONG the Indian Chiefs of the past, there have been some who were truly great men, and some of their sayings are worthy of the greatest of statesmen. Opinions differ; but most historians class the Great Chief Crowfoot, as the greatest of all Chiefs.

Chief Crowfoot firmly believed in the religion of his forefathers to the last, and during the first years when he was head of the Blackfoot Nation, he followed the policy of his predecessors, and not until 1873, were the missionaries allowed to come and go freely on his territory.

However, in the great smallpox epidemic of 1869, Chief Crowfoot realized that his medicine men were not able to cope with the disease, and he sought the help of Father Lacombe, and gradually, the ban against missionaries was lifted. Although he received the missionaries kindly and listened to their teachings, it was with his ears and not with his heart. Evidently he was not averse to their teachings, for he said to them:

"We old people are like worn-out horses that require a lot of whipping and then make small pro-

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gress. Teach our children and young people. They are like young colts and will easily learn the ways and religion of you white people."

Chief Crowfoot was tall and spare, with sparkling black eyes and a roman nose. To the last, he carried himself with a regal bearing, and, in Indian language, "his shadow never grew less." As a boy, he was named A-kai-yi-ni-ka-sim, (Many Names) and, according to Indian custom, the name was changed at certain periods. When at thirteen he was first allowed to go on the war path he showed such bravery that the name was changed to Kyai-yo-sta-aw (Bear Ghost). Later, when his elder brother died, he took his name, Crowfoot. The name means, Crow Indian, Big Foot, and has nothing to do with the bird.

When the late Sir John A. Macdonald first came west over the completed C.P.R., he stopped at Gleichen for an interview with Chief Crowfoot, and he presented him with the gift of a pipe, the bowl of which was supported by the claw of a crow. This, however, made no impression on the Chief, as there was no connection between his name and a crow's foot.

Hated Rum

Chief Crowfoot, himself a teetotaller, tried by every means in his power to persuade his young men to follow his example, and to keep the rum-runners out of his territory. Even in death, when the white doctor suggested that he take a little brandy to sustain him, he refused, saying: "I would not shame myself before my people". He was wise enough to realize that the traffic was getting beyond him, and was pleased to hear that he was to have outside help in curbing it.

Before the coming of the Mounted Police to the West, Rev. John McDougal was sent to the Indian tribes, bearing gifts from the Government and the H.B., with instructions to prepare them for the coming of the Police. After he had given the reason for their coming to Chief Crowfoot, the latter replied:

"My brother, your words make me glad. I listen to them not only with my ears; but with my heart also. In the coming of the Longknives with their firewater and their quick-shooting guns, we are weak and our people have been woefully slain and impoverished. You say that this will be stopped. We are glad to have it stopped. We want peace. What you tell us about this strong power which will govern with good laws and treat the Indian the same as the white man, makes us glad to hear. My

brother, I believe you and am thankful."

Himself a brave man, he always admired bravery in others, and when Col. Macleod with his interpreter went out alone to meet him, he was greatly impressed and said to him: "You are a brave man. The law of the Great White Mother must be a good law, when she has a son like you. We will obey that law."

Chief Crowfoot was an eloquent speaker, though he never attempted to speak other than in the Blackfoot language. He had the welfare of his people at heart, and was a sound champion of their cause in all affairs that came up. When on Sept. 17th, 1877, Treaty No. 7, between the Great White Mother and the Blackfoot Nation was signed at Blackfoot Crossing, Crowfoot, as head Chief of the Blackfoot Nation made a great speech, saying:

"While I speak, be kind and patient. I have to speak for my people who are numerous, and they rely upon me to follow that course which, in the future will tend to their good. The plains are large and wide. We are the children of the plains. It is our home and the buffalo has been our food always. I hope you look upon the Blackfoot, Bloods, Peigans and Sarcees as your children now, and that you will be indulgent and charitable towards them.

"They all expect me to speak now for them, and I trust the Great Spirit will put it into their breasts to be a good people — into the minds of men, women and children, and their future generations. The advice given me and my children has been very good. If the police had not come to the country, where would we all be now. Bad men and whiskey were killing us so fast that very few indeed of us would have been left today. The police have protected us as the feathers of the bird protect it from the frosts and winter. I wish them all good, and trust that our hearts will increase in goodness. I am satisfied. I will sign the treaty. I will be the first to sign it and the last to break it."

"Until the coming of the railway, the Government was unable to keep its commitments to the Indians, and there was not enough implements and seed at the disposal of the people. Chief Crowfoot complained that his people were 'reined in like a horse that wanted to run; but was not permitted to.' He did not blame the Great White Mother, however, but explained to his people that she was doing the best she could. After the Treaty was signed, the Chief felt he had provided for his people, and he said to them, "I have left you, my children, food and money. When the Bow river ceases to flow, then you may ex-

pect that your annuities will be taken from you."

Resented Railway

The Indians deeply resented the building of the C.P.R. through their territory. It happened that in 1883, when the rails were being laid through Blackfoot territory, the Indians were stricken with a sickness, and day and night the wails of the mourners could be heard as they followed their dead to their last resting place on some hilltop. Chief Crowfoot told them that the smoke from the demon fire wagon, which had driven the buffalo from the country, was getting into their throats and causing the sickness.

Finally, Chief Crowfoot himself was stricken with the sickness, and his people told him that if he would say the word, they would tear up the rails and drive the white people from the country. So tense did the situation become, that during the night the interpreter rode the fifty miles to Calgary in record time, to warn the police of the situation. The interpreter and two men rode post-haste to Crowfoot's bedside.

By way of explanation, the inspector told the Chief that the Great White Mother had heard of his sickness and had sent him to stay by his bedside until he was on the way to recovery, then to report back to her. Thus was the danger averted.

When the railway was completed, Chief Crowfoot and some of the other Chiefs were given a free trip over the line to eastern cities, and Sir William Van Horne presented Chief Crowfoot with a perpetual pass over all parts of the C.P.R. Of this he was very proud, and always wore it in a silver frame, hung from a frame around his neck. He was also very proud of the silver Treaty medal, presented to him by the Great White Mother.

Peace Advocate

When the Riel rebellion broke out, it was with the greatest of difficulty that he restrained his young men, from joining the rebels. He said to them, "It is useless to rise against the whites. They are as plentiful as flies in the summertime." He was greatly impressed with the number of the white people when on his trip east. He also said to his young men: "To rise, there must be an object to rebel, there must be a wrong done, to do either, we must know if it will benefit us." To Emissaries sent to him by Riel he said: "You are my friends, the white men are my friends. I am sitting on the fence, watching you both."

Chief Crowfoot was ready to teach his young men by precept and example. One of his mottos to his young men was: "So to live that the fear of death may never enter your heart only a coward commits suicide. A brave man dies fighting."

Another motto to them was: "Be wise, and persevere."

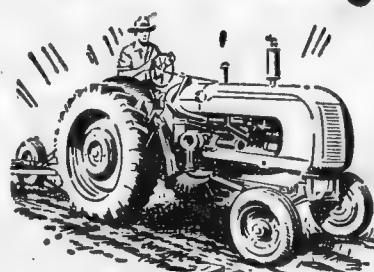
In 1890, the Great Chief Crowfoot was laid low. Neither the ministrations of his 27 medicine men or his three wives, or that of Dr. Henry George, summoned hastily from Calgary at a late hour by a telegram from the Governor General of Canada, could avert the end. He died as he had lived, firm in the faith of his forefathers. Just before he passed away he rallied, leaving this message to his people:

"In a little while I will be gone from you. Whither I cannot tell. From nowhere we came, into nowhere we go. What is life? It is the flash of a firefly in a summer night. It is the breath of the buffalo in the winter time. It is as a little shadow that runs across the grass and loses itself in the sunshine."

Guard heat lamps to prevent fires

Heat lamps are excellent for brooding, but they can cause fires if carelessly used. Arthur H. Schulz, North Dakota Agricultural College Extension Service agricultural engineer, advises that all heat lamps should be used with a reflector that has a wire guard on the underside. An unprotected heat lamp dropped into the bedding will set fire to the bedding in a few minutes.

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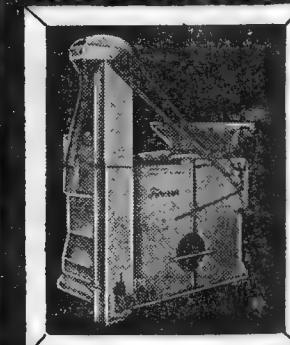
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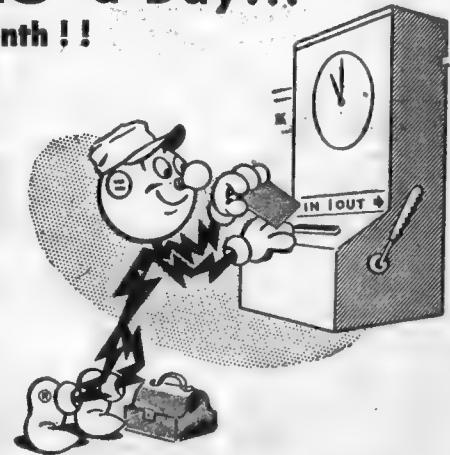
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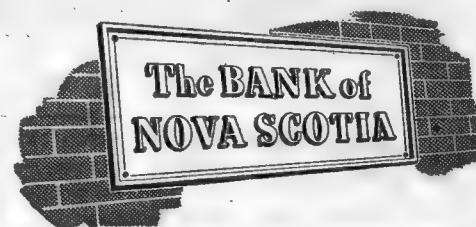




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4 out of 5
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"Hey there!

Don't put your shotgun away!
There's plenty of good shooting during closed seasons"

Another winter has passed and the game birds will soon be busily engaged in family affairs. In any event, wise and provident laws protect all these creatures until next autumn.

So what is a man with a shotgun to do? Must his gun, protected with grease, remain in its case or cabinet until next September?

Not at all. Close at hand for most of us, outlets can be found in the control of pests and predators and in skeet and trap shooting. All across the country these games are growing rapidly in popular-

ity. Men and women, boys and girls, are joining or forming clubs for their enjoyment.

And they have the fun of participation in a sport that has a place for the tyro as well as the expert.

The process of forming a skeet or trap club is a relatively simple one but a club is not entirely essential to the enjoyment of the sport. An inexpensive hand trap, a few targets and shells and the company of a few friends, will set you up for a pleasant afternoon of shooting and a chance to sharpen your shooting eye.

For pests and predators there's a complete range of gauges, loads and shot sizes in the "famous three" . . . Imperial, Maxum and Canuck Shot Shells. They all feature the exclusive "Pressure-Sealed Crimp" which assures uniform, hard-hitting patterns.

For clay target shooting . . . you'll want Canuck Target (Trap and Skeet) Loads. With no topwad to block the shot charge, you're sure of target-smashing patterns, shot after shot.

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THROUGH CHEMISTRY

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Fifty revolutionary years in agricultural chemistry

By LEONARD H. COOPER

DURING the past fifty years chemistry has made tremendous strides in relation to serving the people. Prior to 1905, many of the substances now in common use were only known to chemists or were in glass bottles on laboratory shelves.

In the fertilizer field our grandfathers were well acquainted with superphosphate, bonemeal and basic slag as sources of phosphorus; ammonium sulphate and sodium nitrate for nitrogen; and our present sources of potash, potassium sulphate and potassium chloride were their stand-bys when addition of potassium was required by their soils.

During recent years production of cheap electric power by water-driven turbines has revolutionized the chemical industry and has placed various chemicals, which had only academic interest, on every farm in Alberta. The depletion of available nutrients in our soils and the need of increasing yields of food products owing to increase in world population gave the chemist ample room for research.

The huge explosive plants built during World War I were easily changed over to fertilizer manufacture and this helped to bring sources of nitrogen and phosphorus within easy reach of the farmer and horticulturist. Today farmers use ammonium phosphate (11-48) as their source of phosphorus, whilst the horticulturist uses triple super phosphate. I suppose ammonium nitrate, once only considered as an explosive, is becoming the most popular source of nitrogen. Other sources of nitrogen now available to farmers are urea, cyanamid and calcium nitrate.

The late Sir William Crookes, F.R.S., in his time, one of the leading chemical professors of the world once told a class of students, "Young men, the world will look to you in future years to help feed them." How true his words have become. Fixation of atmospheric nitrogen into a form where it can be used as fertilizer is an outstanding achievement of chemistry.

Soil Studies

Soil studies have made big advances during the past few years. More attention is being paid to soil structure and the different nutrients in varying amounts for various plants. The strictly laboratory chemist, as apart from the research chemist, has done a noble part. Fifty years ago it was a laborious job to do a soil analysis, and, after we had finished, we knew very little about the actual available nutrients. Now, when we do soil testing, we have a more accurate knowledge of the forms

the soil chemicals are in, and we can correct any lack of nutrients very rapidly.

The addition of lime to land was done chiefly by experience and sometimes by guesswork. Now, a rapid colorimetric test is done which tells us whether soil is acid owing to the lack of calcium carbonate or alkaline due to calcium carbonate. This we express by the letters pH. As a general rule, Alberta soils are plentifully supplied with calcium carbonate and need no further addition.

Very great progress has been made in insecticides. Fifty years ago bad infestations were hard to control. Now with the help of the aeroplanes D.D.T. can be dusted over wide areas of forest lands to control various caterpillars affecting our forests. The same chemical can be used on agricultural crops, particularly to control pests affecting the cotton crop.

On horticultural, and this includes commercial vegetable growing, years ago we had only tobacco products and infusion of quassia chips to control the many varieties of aphides. In the last few years extremely potent insecticides have been produced that a small amount will cover a wide area. Some of them are so poisonous that they must be handled with extreme care — in fact the operators need to be dressed similar to a member of a gas de-contamination squad of the first World War.

Fifty years ago a solution of copper sulphate to which had been added lime was the popular fungicide and very effective it was. Old-time farmers knew it as "bluestone". We still use copper compounds in improved form, but mercury compounds have come into prominence, especially to combat seed-borne diseases.

Improved Health

Chemistry has played a tremendous part in the health of humans and animals. It has been a great aid to the physician and veterinary surgeon. When one takes aspirin no thought is given to its chemical formula but only to its effect on various human disorders. The sulpha drugs have enabled the physician and veterinarian to treat their patient in a manner totally unknown to their grandfathers. Death rate from various diseases has been greatly reduced; pneumonia is not nearly so serious as it was 50 years ago. In the production of vitamins and antibiotics chemistry must be given great credit.

As the years have gone by more maiden loam has been broken which has meant unwanted plants growing in the

wrong places. We call these plants "weeds". Chemistry has given us selective weed killing products now well known to all farmers, to kill off the weeds whilst doing very little harm to our grain crops. 2-4-D was the first of these chemicals but now their number is almost legion and we can even control weeds in flower and vegetable crops without damage to them.

Soil insects have always been a problem to agriculture and horticulture. I have no doubt that wireworms, cutworms and the creamy white grub of the June bug have always been in Alberta soils, but until the prairie sod was broken they did not cause commercial losses. Chemistry has given us mer-gamma, lindane, aldrin, and similar products to control them.

It is in the field of tropical agriculture that the new pesticides and fungicides have proved their value. Increased cultivation of coffee, tea, cocoa, sugar and many other plants to supply the demands of increased population seem to have brought pests and diseases into prominence. Whilst present 50 years ago they did not apparently cause the destruction they are today. There is still a great need of teaching the native populations improved methods of agriculture to enable them to produce more food for their teeming millions. We might yet give chemistry a lot of thanks for the part it is playing in recent years to combat communism which seems to get a real start among peoples who are really hungry.

Hard Water

From experience I know that many parts of Alberta suffer from hard water. This meant a lot of hard work for the farmers' wives on wash days. The scum got into their clothes and took a lot of rinsing to remove. How often have we heard the remark "our water is so hard it is almost impossible to get a lather". To soften water for washing clothes every home had a packet of sal soda handy. The common soap then in use was brown in color and "filled" as the soap chemist said with Silicate of soda and soda ash; not really as adulterants but as an attempt to assist the hard waters to produce a lather. Today thanks to chemistry, we have detergents which produce a lather in the hardest of waters and the days of the old brown soap and sal soda packet a memory of the past.

Thanks to Sir William Tilden, an English chemist, the dyestuff industry was well established 50 years ago; but there was not such a wide range of color as today. Wool, cotton and silk goods were the only fabrics and wool and cotton did not lend themselves too well to the delicate shades we see today. Color means so much to our everyday lives. The color manufacturer has been helped tremen-

dously by the synthetic fibres we have now — rayons and nylon.

I well remember when I first saw what we now call cellophane. Three sheets were included in a trade journal. One was transparent as we know today, the others were dark green and dark blue.

The colorless one especially appealed to me. The sheet was just large enough to wrap a cake of high quality toilet soap. Considering that a customer could see what she was buying and yet the product was protected was a great advance in merchandising "eye appeal" now called. I wanted to change to this style of wrap but my superior, the business manager, could see no value in it. I well remember telling him that one day such products would be used to protect many foods from contamination.

About the years 1910-11, an English soap company, the largest in the world commenced large scale commercial experiments on changing oils into a solid fat. The process is fairly simple, adding hydrogen to the liquid fat; the hardness of the final product being determined by how much hydrogen is allowed to be combined with the oil. Hardened fats were first intended to be used in the soap industry.

Whale oil, usually a strong smelling fat, came out a white hard product and odourless. This hardened fat replaced imported tallow in soap. From hardening whale oil, experiments carried on to cotton seed oil and from this work shortenings were produced. Today shortenings of various brands are used in bakeries and in most homes in products where fat enters into their formulae.

In 1905 our grandmothers never thought of using cosmetics as we know them today. They used a slice of lemon to rub on their hands or a slice of cucumber rubbed over the face was supposed to maintain a youthful appearance. Glycerine and rosewater with a little boracic acid added was the popular hand lotion; and a jar of Cheesborough vaseline was always handy for cracked lips and roughened faces due to cold winds. "Make-up" materials were made but found their greatest market for actors and actresses. One has only to look at the advertising pages of woman's magazines to realize what a boon chemistry has been to the girls and women of 1955.

Chemistry has done its part in producing and purifying chemicals now added to farm feeds to help us raise healthier stock and get it on the market much faster than 50 years ago. Our flour is fortified to make us healthier individuals and the addition of potassium iodide to salt to reduce goitre trouble in certain districts.

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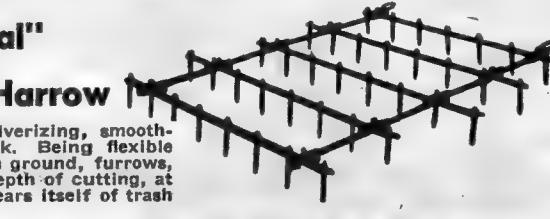


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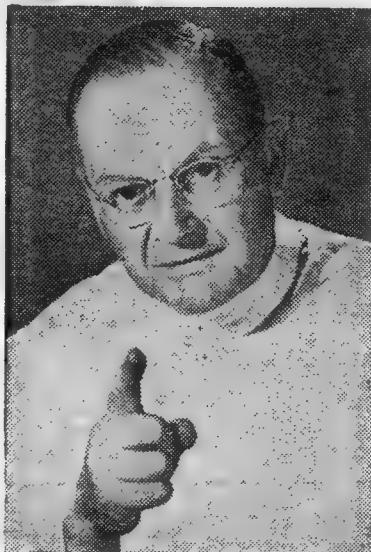
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What's Up Doc?



Bert Smith of High River sent us this nice study of attentive horses.

You can't tell a banker from a plumber today!

IT'S a far cry from the friendly informality and efficient atmosphere found in the average branch of a Canadian bank today, and its forbidding, cage-cluttered counterpart of fifty years ago. But the change isn't only one of comfort and convenience. It is manifest in the completely altered attitude of banks themselves in their dealings with customers.

Fifty years ago, you could probably recognize a banker when you saw one. Today, he looks like everyone else. And the smile rarely leaves his face. Of course, if you're overdrawn, the smile may grow faint, and if you miss a loan payment, the smile may be hard to find. But it's a tremendous improvement over the days when many a small-town banker would advance down Main Street looking as if he expected you to touch him for a nickel, and if you stuck out your hand, would bite your arm off up to the elbow.

While there are still a few classic examples across Canada, most of the old bank buildings, with the massive pillars, carvings and wrought-iron doors have disappeared. The ancient iron cages where lurked those tellers with the celluloid green visors have been banished, along with the cuspidors and the broken-nibbed pens on the customers' desk. Instead, many of today's bank buildings are the last word in efficient design and layout, featuring vast areas of gleaming glass, "sunshine" fluorescent lighting, ballpoint pens and decor in the ultra-modern manner.

But perhaps the most noticeable change from the bank of fifty years ago is in the people

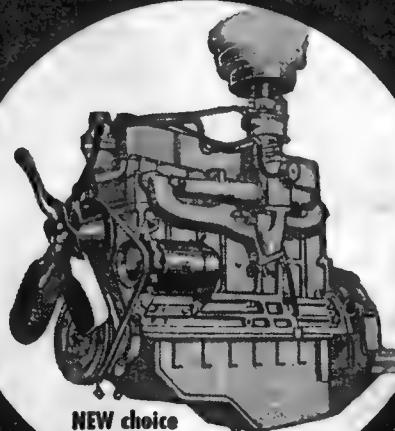
who work there. In 1905, you might have found the odd female lurking about behind the counter, but generally speaking, it was a man's world. Today, a very large percentage of bank employees are young women. The introduction of modern calculating machines, and new, stream-lined methods of accounting have completely revolutionized the routine office work. Banks have found that women can do many of the jobs just as well as men, and some of them a good deal better.

Nowadays, banks, like progressive retailers, put forth strenuous efforts to make things pleasant and easy for people to do business with them. Big parking lots in cities, "drive-in" teller's wickets, "night depositories" where customers can leave their money safe for the night, to be deposited the next day, and many other time and labor-saving innovations on both sides of the counter are all common-place these days. As banking in Canada is fiercely competitive, there is keen rivalry between banks to attract new customers.

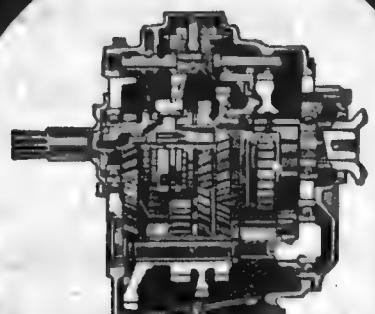
The reason for all these changes in banking was well expressed not long ago by James Muir, chairman and president of The Royal Bank of Canada. "It cannot be denied," said Mr. Muir, "that the cold, formal and unimaginative attitude of previous generations of bankers did much to antagonize many people and make most feel ill at ease in their dealings with the banks. Enlightenment is the whole story. We have had to learn that we are here to serve the many, and that we need their good will and can provide valuable services in return."

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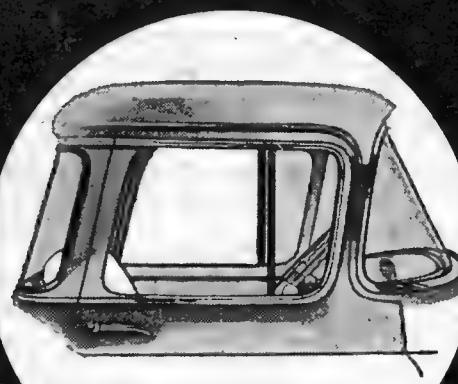
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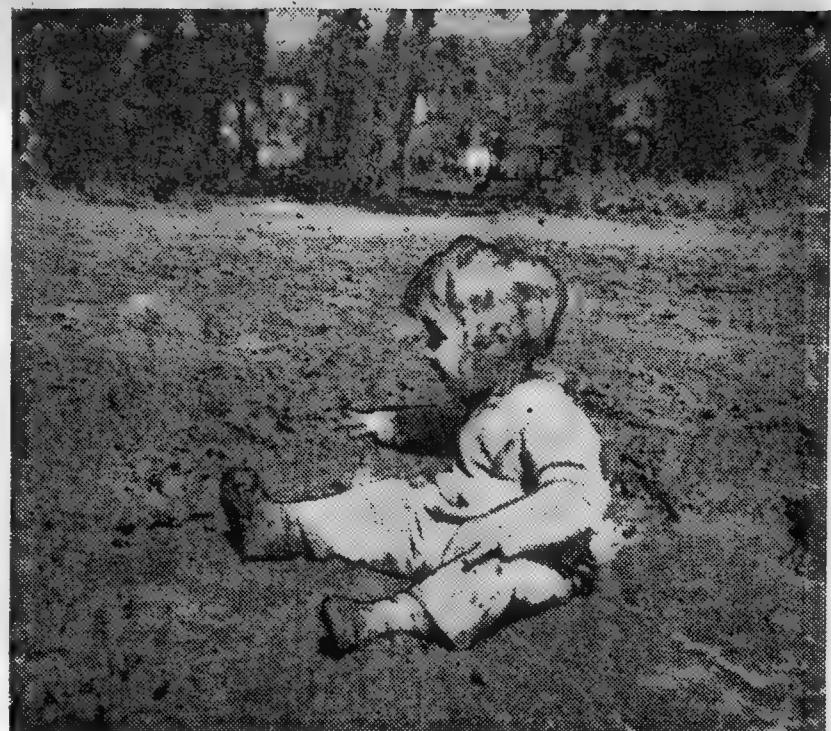
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Stuck in Mud



Mrs. Cyril Johnson of Barnwell sent us this snap of her daughter caught fast in a spring mud puddle.

**Random notes on 50 years
of poultry raising problems**

By TOM LEACH

"WHEN available I always prefer a sitting hen for hatching, and I doubt if there is any more successful way of incubation than that by a hen that has stolen her nest."

That was written by a poultry specialist just fifty years ago. We have almost forgotten the little speckled hen. Poultrymen talk today of mammoth incubators. They think in terms of sixty, seventy, or a hundred thousand chicks.

Along with our high horse-powered hatcheries we have found leucosis, bronchitis, coccidiosis and other maladies that were foreign to the former mother of the farm flock.

Not that they were without troubles in the poultry flock fifty years ago. They had pests. There have always been mites and other predators, and they probably had as much disease as we know exists in poultry today but they did not know what the cause was nor were they so concerned.

If the eggs failed to hatch it was taken for granted that they had been chilled and that the hen was a poor sitter. Sometimes both hen and the potential chick crop were lost because of marauders. The wily fox seemed to wait until the eggs were due to hatch and then sneak in during the early morning hours, leaving only a few feathers to prove that he was there.

Skunks were more of a nuisance around our farm. They seemed to find a way into the house no matter what precautions were taken. Even the dogs failed to keep them at a distance. The greatest confusion ever to strike was all the result

of the dogs discovering a skunk in the henhouse.

Not Businesslike

Of course poultry farming was not a business then like it is today. The hens on the farm were fed and fattened to provide eggs for the family and the crew during harvest time. When something special was needed for a Sunday dinner there was a race across the barnyard for one of the roosters or maybe a hen showing signs of moulting.

When more eggs were found than could be used at home we usually were welcomed at the local store and made a fair trade for other household needs. I'm not so sure how some of those eggs tasted when they reached the final customer, but tastes did not seem so discriminating. Appetites flogged by long hours at heavy, strenuous work were loth to worry about a yolk which showed a good, healthy yellow.

There was, of course, the poultry fancier who made a business of raising fancy fowl for shows. No one had ever given any thought to crosses and sex-linkage or hybrid lines simply from the standpoint of early maturity of the chicks or to develop laying strains. There was crossing and selection simply to develop larger hens and roosters to provide more meat or to lay more eggs. There was crossing simply because the only rooster we could buy when he was needed was a different breed.

But along with all the other changes in agriculture and everything else on the farm the flock came in for renovation too,

Small incubators were advertised as something easier to handle than the stubborn sitter. The little "red hen" became a kerosene lamp and a box which would brood the chicks. The next step was to buy baby chicks from a hatchery. Some took your eggs and hatched them for you or would sell day-old chicks.

Best Breeders

Laying contests helped to pick out those poultry breeders who understood the breeding of poultry. The scientists quickly labelled it a study of genetics and we started a business which has grown rapidly in the last ten years.

Out of it has grown the tremendous broiler business. Larger hatcheries capable of turning out special crosses in the thousands every week fill the special broiler houses with chicks which are ready for market in a matter of twelve weeks or less. Special rations help the chick to reach its three-pound market weight faster and faster.

Boiled rice, oatmeal, soaked stale breadcrumbs, hard-boiled egg and crushed wheat may have been a satisfactory diet for the young chicks that followed their mother from under the barn but today's ration must include dried milk, a variety of proteins, an alphabet of vitamins and the new wonder drugs to help digestion.

Not many poultry farmers in B.C. will take a chance with their own home-mixed feeds. They rely on the chick starters, the growing rations and the laying mash from their feed store to keep the flock busy growing or laying. Sometimes they raise a little fuss over the feed, particularly its cost, but they seldom attempt any change in their program.

They have little opportunity since most of the poultry now is raised on small farms where even pasture for the young pullets is limited. They have no broad acres to raise grain.

No Secrecy

The hen never has a chance to secretly lay a clutch of eggs and hatch out a dozen or so chicks. From the time she is due to lay an egg she is confined in a large laying house, or she may have an individual cage all to herself for her production lifetime. She stands comfortably in a well-ventilated room where all the stale air is drawn off by fans which are adjusted to take the old air out and replace it with fresh air every two hours.

Sometimes each day she turns out a clean egg which rolls down the slanted floor to a rack which is reached easily by the farmer as he makes his routine collections. Her score is marked up on her individual tally card and when those marks become infrequent or are missing it's not long until she is in a coop bound for market.

Even the poultry market has

changed. The difference is more noticeable in the stores where you see less poultry sold with feet and heads on. The packer trims that waste away and leaves only the desirable cuts or the fowl ready for roasting all packaged and ready to open and place in the frying pan or the oven.

All of this change has made a difference to the people living amidst the foul fumes of the gasoline engine and the draft of industrial furnaces. It has meant that they can have fresh eggs on their breakfast plate each morning and can enjoy the delicate flavor of poultry meat more often than before.

To the farmer it has meant a broader market for this product of the farm, but to continue in the business he is forced to adopt the principle of large production and lower returns.

The poultry specialist who wrote the first sentence I quoted, also asked in 1905 "Does Poultry Pay?" His answer then was in the affirmative and he claimed that some farmers had balance sheets to prove it. Prices have been low this year, but I have talked with some who have balance sheets to show that "poultry pays".

Changing marketing

OVER 5½ million pounds of eviscerated turkey were imported from the United States into Canada last year. If Alberta producers hope to maintain a market for their produce they must meet this competition with a similar product.

Good progress was made last year on converting the industry to an eviscerated or ready-to-cook basis of marketing, says Robert H. McMillan, Alberta's Poultry Commissioner, but the job is by no means finished. The eviscerating plant capacity in the province was almost doubled in 1954 and earlier marketing considerably increased. 1,101,000 lbs. of turkey were eviscerated. This represents 17% of the total crop and an increase of 330% over the volume of turkey eviscerated in 1953.

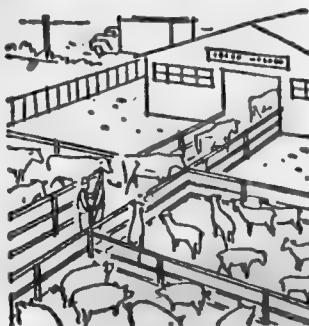
To adequately meet this outside competition evisceration must be increased even more, Mr. McMillan advises. This means a change in feeding and management such that turkeys can be finished and marketed more uniformly over a 3 or 4-month period starting in September. Ample time is then allowed for processing and freezing.

Mr. McMillan urges poultry producers to take the necessary steps in their production program to ensure early marketing — purchasing early turkey poult, feeding for rapid development and final finishing.

The members of the Provincial Poultry Branch are prepared to give growers every assistance in connection with brooding, developing and finishing.

MEETING PLACE

What Determines Livestock Prices?



THERE'S an old saying that goes "You can't get more out of anything than there is in it". This is particularly true of the housewife's purse. The dollars she has to spend for meat and other foods depends on the money in her purse.

But the meat she can buy depends on the quantity available on the market. These factors account for the ups and downs in meat prices.

The variations in the supply of meats are due to ups and downs in the livestock marketings at different times in the year. From week to week, there can be sharp changes in the receipts at the stockyards and packing plants. These relate back to how farmers feel about raising cattle, hogs or sheep; the housing available, feed conditions, etc. Weather and other factors also have a bearing on current marketings. Imports and exports sometimes affect the local supply situation.

Quick Action Needed

Meat in almost every form is very perishable. Fluctuation in supply requires quick action on the part of handlers to ensure proper disposal. Freezing meat in times of heavy marketing must be limited

by the prospects for eventual sale. Thus storage helps only in a minor way to even out the effects of ups and downs in the immediate supply.

From year to year Canadian housewives spend a fairly regular proportion of their income on meat but there is considerable variation in the amount spent each week. Naturally, during the winter months demand is stronger for roasts and stews . . . in summer, for steaks, hamburgers and ready cooked meats for quick preparation of meals and lunches. But other things come into it . . . holidays, religious beliefs, weather . . . all cause sudden changes in the demand for meat. The price of one meat item compared with another, or competitive foods, can cause a decided switch in purchases.

So we see, while the housewife spends what she can afford on meat, the quantity she gets depends on price. She is encouraged to buy more when the price suits her and discouraged from buying when she feels the price is too high. This results in prices fluctuating with the supply that is available.

CONSUMPTION OF MEATS AND POULTRY (lb. per capita)

Year	Beef	Veal	Pork	Lamb	Total Meat	Total Poultry
1947	67.2	9.5	51.9	4.8	145.4	24.8
1948	57.5	10.9	53.9	3.5	135.3	19.2
1949	86.5	9.1	59.2	3.0	135.5	21.2
1950	50.3	9.2	60.8	2.5	133.7	22.0
1951	44.1	7.7	67.8	2.6	133.9	23.2
1952	44.7	6.7	65.9	1.9	132.9	29.6
1953	59.1	9.1	57.0	2.3	140.1	27.1
1954 (Est'd)	66.0	10.0	56.3	2.6	147.8	30.5



"DOC" BROWNELL'S CORNER

When all's said and done, it's the number of dollars that housewives spend on meat divided by the pounds of meat available, that determines meat prices. And it's meat prices that determine what

prices can be paid to the livestock producer for his animals. It seems to me that ups and downs in price provide a balancing influence over the uncontrollable factors of supply and demand.

THE INDUSTRIAL AND DEVELOPMENT COUNCIL OF CANADIAN MEAT PACKERS

IN the year 1874, the same year Alexander Graham Bell invented the telephone, George and Matthew Beatty, born and raised on a farm in Peel, Ontario, both well experienced in progressive farming founded only about 6,000 sq. ft. of floor space in all. In 1879, in the small village of Fergus, Ontario, depths of the depression the At first they manufactured a limited line of farm machinery Farm Implement Factory and

Beatty has served Canadian Farmers 81 years

moved their operation to the Grindley plant, along the Grand River in Fergus. Before long the plant was enlarged and within a few years the Beatty line expanded to include reapers, mowers, straw cutters, land rollers, single and gang plows and, during earlier years, stoves and cast-iron utensils.

The Beatty Reaper was an outstanding achievement of the firm and brought early fame to Beatty Bros. This reaper had fewer parts and was simpler than any other make, was much lighter in weight, required less power for pulling and possessed an outstanding patented feature which enabled each rake arm to raise the fallen grain from a level well below the cutter bar to a position above the sickle and pass it over the reaper table to be bound into sheaves by hand. It is said that the Beatty reaper was so well made by hand

that if given reasonable care it would never wear out. A field contest under the auspices of the Toronto Exhibition saw the Beatty reaper entered in test against all other American and Canadian makes. The Beatty reaper out-performed all others and the small firm was awarded the bronze medal emblematic of first place.

Matthew Beatty, who had been in charge of sales and responsible for extending the use of Beatty products over a large area adjacent to Fergus died in December, 1884. George assumed the responsibility of sales and as a result of his unfailing energy and ability business continued to operate successfully. By 1889, Beatty products were being sold as far east as Montreal and as far west as Brandon, Manitoba. He raised two sons, Will and Milton, to whom he taught every aspect of the business. Both young men worked hard in the plant outside of school hours; following university, Will and Milt re-entered the business in Fergus as partners of their father.

In 1905, Beatty Bros. discontinued tillage, harvesting and feed cutting lines entirely and switched their ingenuity to hay tools. Early in the century the Beatty Manure Carrier with its distinctive style of overhead track, won immediate acceptance. This foresight in pioneering new labor-saving equipment for farmers, is still typical of the company today—it was one of the first to offer Canadian farmers, the latest in equipment for handling manure, the automatic barn cleaner.

The company continued to move rapidly ahead and soon brought out their first line of sanitary steel stalls to which it added bull pens, cow pens, calf pens, horse stabling equipment, water bowls and many others. All were accepted by Canadian farmers as wonderful labor-saving equipment.

In a few years, branches were opened at Brandon (later moved to Winnipeg), Edmonton, Vancouver, Montreal, St. John, N.B., and London, England. A large barn planning department was organized and standards developed that have influenced trends in barn construction throughout Canada and the British Commonwealth. This department has turned out thousands of barn layouts to help farmers from coast to coast.

The famous Beatty Barn Book, the work of some 400 pages describing and thoroughly illustrating every aspect of barn building and stable planning was put out, kept up, and to this day is the finest authority available to farmers. In 1912, Beatty Bros. Limited bought out one of their leading competitors, the Wortman & Ward Co. Limited of London, Ontario, acquiring at the same time the Wortman & Ward line of pumps. This opened up a

A **NEW** gasoline made specially
for farm
engines

ESSO

TRACTOR gasoline

See page 15

IMPERIAL
ESSO
PRODUCTS

Safety Sam Says...

Along with
sleeping tigers,
dread...

a slippery road,
a worn-out tread!

A tread is the ups and downs on a tire that keep you from slipping. When the tread is worn off, there isn't anything to keep you from slipping. This is particularly bad when the roads get slippery, like they do these days. You really ought to ride on tires that have treads. Oughtn't you?



ABA 3

Published in the interests of Public Safety . . . by



ALBERTA BREWERS' AGENTS LIMITED

— REPRESENTING —

BIG HORN BREWING CO. LTD. — CALGARY BREWING & MALTING CO. LTD.
SICKS' EDMONTON BREWERY LTD. — SICKS' LETHBRIDGE BREWERY LTD.
NORTHWEST BREWING CO. LTD. — RED DEER BREWING CO. LTD.

REMEMBER . . . THE LIFE YOU SAVE MAY BE YOUR OWN

new field with the result that today, Beatty Bros. Limited are the largest manufacturers of pumps and pressure systems in the Commonwealth.

Beatty Bros. Limited are well known, too, for their trade name "Beatty washers". They got into the washing machine line when they bought out Wortman & Ward who had a line of hand washers and who were experimenting with electric washers. Beatty manufactured the first electric washers in Canada in 1914 known as "Forest City". Within ten years the company had begun to open their own washer stores in cities from coast to coast and before long they bought out the 1900 Washer Company of Toronto. In recent years they have purchased the Spencer Stove Company of Penetanguishene, Ontario, where they now manufacture a complete line of electric ranges and clothes dryers. They also own the James Stewart Manufacture Company of Woodstock, Ontario, leading manufacturer of modern furnaces. The Beatty Hill Street Plant in Fergus now covers 13½ acres and is equipped with the best of modern equipment. During the second World War, the Beatty Washer Stores were sold, in many cases to the store managers and a strong dealer organization established.

Any word picture of Beatty Bros. Limited would be incomplete without a brief focus on the Beatty people. In the matters of control and employee relations, it has always been a family affair. Second and third generation employees are numerous in the Beatty organization. Successive generations in both plant and office make it obvious that Beatty Bros. has been and continue to be a good company for which to work.

The third generation of the

I know of nothing so potent in maintaining good health in laboratory animals as perfectly constituted food. I know of nothing so potent in producing ill health as improperly constituted food. This, too, is the experience of stockbreeders. Is man an exception to a rule so universally applicable to the higher animals?

— Sir Robert McCarrison
Nutrition and National Health



THIS year and EVERY year...

4 out of 5

MASTER FARMERS READ

THE FARM AND RANCH REVIEW

Phone 21391 East of Hotel Noble

50th Anniversary of

SOMERVILLE'S CALGARY MONUMENTAL CO.

121 - 13th Ave. West, CALGARY



Alrol Aluminum Roofing and Siding is so easy to handle you can apply it yourself using a few simple tools.

Right from the start Alrol Aluminum saves you money on barns and buildings — never needs repairs nor painting. And being solid aluminum all the way through it gives a lifetime of good substantial service.

Increase your farm profits by eliminating up-keep costs. Build with Alrol Aluminum for real economy. Available in plain or embossed patterns, 28" or 36" wide in sheets of standard lengths from 6 to 12 feet.

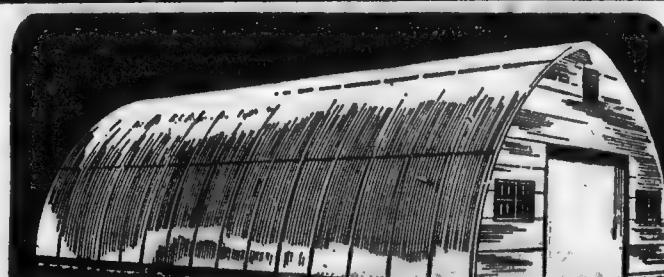
Use only aluminum nails with sealing washers.

Mail coupon for full information.



ALROL FOIL WRAP
SAVES IN THE HOME

ALUMINUM FOILWRAP Alrol	ALUMINUM ROLLING MILLS LIMITED 405A - 8th Avenue West, CALGARY
NAME _____	_____
ADDRESS _____	_____
CITY _____ PROV. _____	_____



Having Storage Problems?

BUY Timberib BUILDINGS

Warehouses — Rinks — Storage Sheds

No posts or supports clutter interiors.

- **Save Money** Cut labor. No nailing, sawing or fitting of rafters.
- **Save Maintenance Cost** Four times as strong as nailed rafters. No upkeep.
- **Engineered To Size** Fast, easy erection.

TIMBER BUILDING COMPANY LTD.

Office Phone 78501, Res. Phone 72113—604 - 35th Ave. N.E., Calgary

NAME _____

ADDRESS _____

Give size of building interested in :

Back in the good old days before World War One the ad boys hadn't reached the hot pitch they have nowadays, but they were coming, as witness some of the stuff appearing in early advertisements of the Farm & Ranch Review:

From a Tractor Ad. of Sawyer-Massey:

DEFINITION OF A TRACTOR:

A tractor that has the pull of 25 horses — the durability of steel — the continuous power of a water-fall — the smooth running qualities of an automobile; together with the flexibility of power and ease of control and operation of a well broken team.

An ad calculated to boost the sale of Columbia Grafonolas and Graphaphones had the following homey message:

Think of the joy it will bring into the home; in the quietude of the evening hours, and by your own fireside, you can sit in comfort and listen to the great artists

A Little Wheat— A Little Chaff

By IVAN HELMER

who make records exclusively for Columbia.

Poetry was resorted to by the hucksters of Eddy's Matches and nothing that Bill Shakespeare would be jealous of either: So:—

I often sit and ponder,
O'er the times of long ago,
To me it really is a wonder,
How a fellow ever got a blow,
He's first you see to MAKE a
light.
Then maybe his pipe was not
quite right,
But now a fellow draws in his
chair,
Dons dressing gown and parts his
hair,

In half a second reaches for his
pipe,

And EDDY'S MATCHES—strikes
a light,
And once "lit-up" enjoys the
soothing weed,
Forgets dull care, to weather pays
no heed.
This happy state, you'll grant, en-
tirely due
To EDDY'S MATCHES, known to
all of you.

A maker of mantle lamps described them thus:

Powerful white light — incan-
descent. Burns 70 hours on a gal-
lon of coal-oil (kerosene). No
need of oil.

odor. No noise. Simple. Clean. Brightest and cheapest light for the home, office or store. BETTER LIGHT THAN GAS OR ELECTRICITY.

In January 1913 Ford was publishing the following astounding statement:

Every third car is a Ford. Nearly 180,000 have been sold and delivered.

The figure in 1953 after 50 years in business was over 36,000,000.

The makers of Big Ben carried about the cheeriest ads of the time:

BIG BEN is big enough for the whole family. He looms up handsome and impressive across the largest rooms. His broad smiling face and big, honest hands tell the RIGHT time plainly. A million families have adopted him. He works for his living — a drop of oil a year is all he asks.

Every day, everywhere, the gentle insistent voice of Big Ben, taps the "sleepy heads" to joyous action. This minute man starts the day with a smile. Big Ben never fails — he's on the job always. He rings 5 minutes straight, or at intervals of 30 seconds for 10 minutes. He tells the truth — he gets you up on the dot.

And here is some of the fancy prose that no doubt helped to sell Jack Benny his Maxwell: The leading statement of a 2-page ad is also just about the champion of innuendo's:

"They said — What did they say? What mattered what they said? They were dealers much perturbed — so what could they say? What must they say — being competitors — much perturbed ed?"

Tricky little bit, eh? After reading the whole ad carefully we never did find out what they said, nor who said it, except "competitors much perturbed".

But to go on:

"4,000 Dealers will handle Maxwell cars for the season of 1914.

"That's our answer to all they said. That tells the story. What is it they say about 'he who laughs last'?"

"Why last week we shipped the first of 50 cars of the New Maxwell 25 model to 50 points in the U.S. and invited all the dealers to come and see and try this wonderful car."

"They came — they saw — and the New Maxwell conquered. It was great to see their enthusiasm when the car carrying 5 dealers, aggregating 1,010 pounds sped up the Abbey Hill—the steepest grade on Manhattan — and a double S turn—in high gear, just a "pullin" all the time.

"Now it will be up to the makers of 4,000 to 6,000 dollar 6's to demonstrate wherein they give value.

"And what about the manufacturers who stuck to 4's one season too long? Having failed to progress himself he would stop all progress. He would sweep back the sea with his tiny whisk broom."

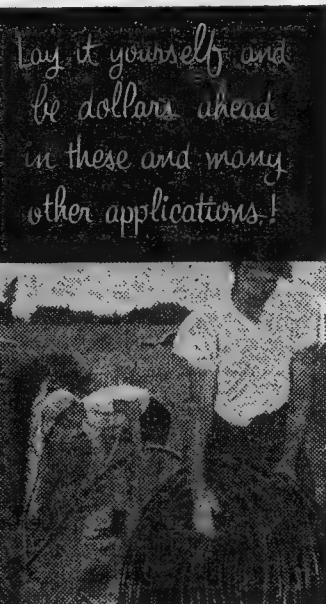
Millions Now Living Will Never Try.

The Most Successful Cleaning Machine Yet Invented is the Parimutuel.

Save yourself time, money and labour with flexible polythene pipe

It's faster, easier and less expensive to lay your own cold water supply lines using flexible polythene pipe—lay it in a rough trench; curve it round rocks, corners, obstructions! One man can easily handle a large roll because it's so light (only 1/9th the weight of steel pipe). Polythene pipe comes in continuous lengths up to 400 feet, needs fewer, less expensive fittings! It will not rust, rot or scale, is used today for farms, for houses, and many other purposes. It is available in standard pipe sizes from $\frac{1}{2}$ " to 6", conforming in quality to CANADIAN GOVERNMENT SPECIFICATION 41-GP-5. Look for this mark on the pipe!

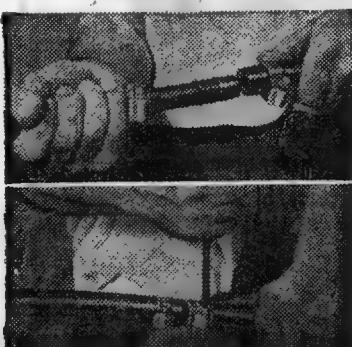
C-I-L does not make polythene pipe; it supplies the raw material only.



It's almost child's play to lay polythene pipe. It's so light to handle.



From spring, well or main, easily installed polythene pipe brings water to your house and to livestock.



It's easy to join. Cut the pipe. Insert the fittings. Tighten up the clamps.



SERVING CANADIANS
THROUGH CHEMISTRY

plastics

SUPPLIERS OF PLASTIC RAW MATERIALS

TRY THIS ONE ON YOUR WIFE:

Why are your neighbors so happy? Because the wife bought an Eddy's Washboard and now — washday is a joke.

All kinds of washboards for all kinds of people.

A maker of grain picklers had this catchy phrase for a slogan:

DON'T BE PICKLED WITH BUYING INFERIOR PICKLERS.

Blue Ribbon Tea had this soothing thought:

WOMEN'S RIGHTS

Whether women have the right to vote or not they have the right to a good cup of Tea, and they are guaranteed the Best when they drink Blue Ribbon.

And with a picture of Pop and small son in a bathroom in their long underwear is this snappy dialogue:

Boy: "Does everybody wear underwear same as me and you, Dad?"

Pop: "Don't know, son. Guess the wise ones do. You're going to get Penman's as long as dad's doing the buying for you."

A maker of Electric Belts had encouraging words for the sick, the halt, and the blind:

Strength of body — strength of mind. Who would not possess it if they could? Without this strength life is a failure, with it everything is possible. Few have been taught how to preserve their strength. Many through ignorance have wasted it recklessly or used it up excessively, leaving the body exhausted, the nerves shaky,

the eyes dull, and the mind slow.

There are thousands of these weak and puny, broken-down men dragging on from day to day who might be as strong and vigorous as ever if they would only turn to the right source. Electricity cures these weaknesses. It gives you back the very element you have lost. It puts new life into the veins and renders the vigor of youth —

This offer is made especially to men who lack strength, vitality and the vim and push of former years; but I also offer my belt on the very same terms to sufferers

from rheumatism, Lame Back, Kidney, Liver and Stomach troubles.

There are many imitators of my belt, but my great knowledge based on years of experience is mine alone. My valuable advice is given free with the belt.

The Farmer's Binder Twine Co. was waging war on cartels in a half-page ad that reads:

Eight thousand small shareholders united in true Co-operation. TALK OF IT. DREAM OF IT. FEW CAN

REALIZE IT. Farmers are you going to stand intelligently by the Company that gave you your freedom from —

MONOPOLY, COMBINE, TRUST, or do you desire your children to be slaves, worse than the serfs of Russia, through your indifference and skepticism. The nation is in danger through trusts and combines, that unless headed off will crush the agricultural vitality out of this country. If you have no farmer binder-twine agent in your locality arrange for one immediately.

CONVERT YOUR TRACTOR & FARM IMPLEMENTS TO "LIVE POWER" WITH FINGER-TIP HYDRAULIC CONTROL



The Energy hydraulics differ from most other makes of hydraulic units because they leave the power take-off free. Hydraulic control is always available while the tractor motor is running.

The Energy DOUBLE outlet hydraulic pump is one of the finest units produced today, built to withstand long and hard usage. From it can be operated single-acting cylinders, double-acting cylinder, or any combination of single or double-acting cylinders together.

We have three basic units (Each unit is compact and self-contained, having tank, pump and valve together. Individual tanks, valves, pumps, etc., can be purchased separately if required). There is a unit adaptable to all makes of tractors.

COMPLETE ASSEMBLIES WITH MOUNTING BRACKETS AVAILABLE FOR SUCH TRACTORS AS :
(Brackets can be adapted for other makes of tractors not listed.)

Farmall	I.H.C.	A.C.	Oliver & Cockshutt	M.H.	John Deere	Case	M.M.
M	W4	WC	50	101	A	DC	Z
H	W6 TD4	WD	70	30	B		R
F30	W9 TD6		77	44	G		U
F20	WD9 TD9		80	55	D		J
			90				

CONTACT YOUR LOCAL DEALER OR WRITE DIRECT TO RIBTOR.
IMPORTANT — Please state make and model of tractor when ordering.

RIBTOR MANUFACTURING AND DISTRIBUTING CO. LTD.
607 - 2nd Street E. Calgary. "THE BEST ADDRESS IN THE WEST FOR VALUE"



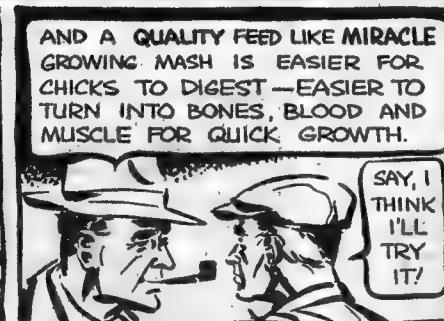
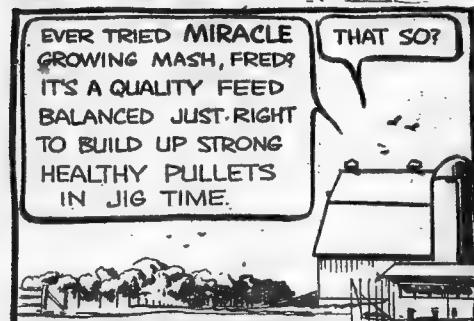
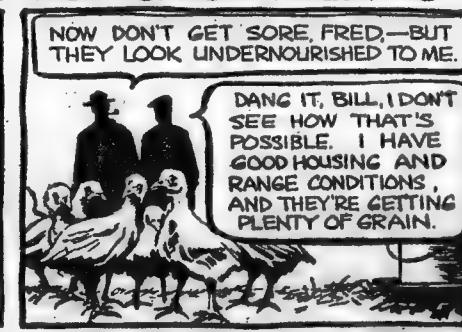
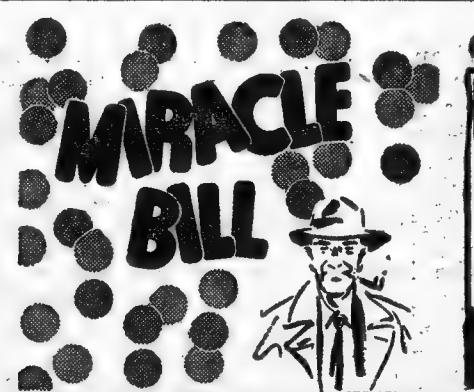
HYDRAULIC CONTROL

For Farm Implements

Pump, valve and tank in one compact, self-contained unit. All units driven from crankshaft or belt pulley leaving power take-off free. Mounting brackets available for practically all makes of tractors. Pump capacity — 10 G.P.M. and 2,000 P.I.L. Hydraulic cylinders available in standard lengths, 8", 10", 12", 16", 24" and 32".

Ribtor have the largest stock of farm hydraulics in Alberta: Hydraulic Pumps, Valves, Hydraulic Cylinders, Hydraulic Hose, either coupled or in bulk. Quick couplers, reusable couplers. Breakaway coupling, Adaptor unions, etc.

GIVES A TIP ON PROFITABLE CHICK FEEDING



Many a farmer nurses his chicks carefully through the first critical weeks . . . then lets them fend for themselves. The result is slow growth and a poorly developed flock. Miracle Growing Mash, started at about the 7th week, gives chicks the vital food elements that build healthy growth. It also ensures sturdy birds, well developed internally for heavy laying. And — since a pullet requires only 8 to 10 lbs. of Miracle

Growing Mash — the cost of feeding is very small compared with the profitable results.

Miracle feeds also make possible a "start-to-finish" poultry feeding plan which includes Miracle Hatching Mash, Miracle Chick Starter and Miracle Laying Mash. All are tested for food value before going into the Miracle bag.

Speed the day your pullets lay! Ask your dealer for Miracle Growing Mash.

"MIRACLE" Poultry Feeds include:

MIRACLE Hatching Mash (crumbles or pellets)

MIRACLE Chick Starter (crumbles or pellets)

MIRACLE Growing Mash (crumbles or pellets)

MIRACLE Laying Mash (crumbles or pellets)



BEFORE we discuss intuition as expressed in handwriting, let us define the term. It is too often used rather loosely to describe a hunch, a premonition, a wish or a fear. The long arm of coincidence will sometimes bear out this loose interpretation.

For instance, a housewife may pause while cooking dinner and think out loud: "My intuition tells me that Aunt Agatha will drop in tonight. I better add another chop."

Now, Aunt Agatha was shopping and became so absorbed in the bargains that she lost track of time. When she glanced at her watch, she realized it would be too late to stop off at the butcher's and the baker's, so she decided to visit her niece and have dinner at the latter's home.

This is an example of the long arm of coincidence bearing out an "intuition".

By our definition intuition means insight, the capacity to reach into the heart of a situation or a person in a sudden

Are you intuitive or just logical?

By DAVID MEYER

flash of knowledge, the ability to arrive at a decision without having to reason laboriously from A to Z.

Thus defined, intuition means the gift of creating ideas, of temporarily identifying oneself with another person or a situation. All creative people, on whatever level and in whatever field, have this gift.

The intuitive faculty may also be developed by experience in a profession, a trade or business where a whole string of events can be anticipated when only one of them actually shows up.

In its highest form intuition is akin to genius.

A remarkable instance of the intuitive faculty was a decision made by President Abraham Lincoln during the American Civil War. Trouble had developed between the Northern

States and Great Britain over the latter's seizure of vessels belonging to the North and protection afforded to vessels belonging to the South. The members of Lincoln's cabinet were irate. Secretary Seward, backed by his colleagues, urged Lincoln to declare war on Great Britain, and he presented a cogent, logical and persuasive argument for the move.

Now, when it came to book learning, Seward and his colleagues were away ahead of Lincoln who was a self-taught, back-woods boy. He considered Seward's lengthy argument, then in a flash of intuitive insight decided against it. Always laconic and sparing of words, Lincoln's brief defense of his decision did not impress Seward and his colleagues. But later events proved Lincoln was right. He had intuitively grasped the full implications of a declaration of war and foresaw the danger to the North, while Seward was blinded to them by his own logical reasoning.

The word intuition has been written in three different ways, indicating three different qualities.

Observe the breaks in sample

1. *intuition*

1. They occur between syllables. Also note that the ending of the last letter in each syllable keeps moving to the right, and if you follow the final end-stroke with your pen it will connect with the next letter.

The handwriting of an intuitive person will follow this pattern. The breaks between syllables are symbolic of ideas popping into the writer's mind, flashes of insight, sudden and quick apprehensions of a subject.

In sample No. 2 the breaks

2. *intuition*

make no sense. The last three letters are left isolated and meaningless: they belong with the "t" to give them sound. Furthermore, the final strokes of the n, u, and t do not move forward to the following letter, but end abruptly and disconnectedly.

This writer jumps to conclusions but without insight. He is "spastic" in his thinking and in his actions. He is lacking in logic. He thinks in impressions, as the mood seizes him. He is unpredictable.

Sample No. 3 exemplifies a

3. *intuition*

very, very rare type of intuitive person, the mediumistic kind. Although there are no breaks in the word through which ideas

burst, observe the very light pressure, the wavy line of writing, the wavy letters i and t.

This writer is so extremely sensitive that he is overwhelmed by whomever he is with. His own ego disappears and he identifies completely with the other ego, thus literally feeling it in place of his own. You can see where his insight comes from: he becomes the other person for a time.

Now let's turn to the story of three little strokes, and they occur at the beginning of letters.



Stroke No. 1 is concave. It tells us that the writer enjoys contact with people and the environment. He has a competitive nature and gets a kick out of pitting his ingenuity and resourcefulness against others. He is aggressive. It takes a lot of hard knocks to discourage him. And he enjoys the role of leadership. If found in the handwriting of a woman, you may rest assured she will not be found among the wall-flowers.

Stroke No. 2, you will note, is convex. Its shape is the opposite of No. 1 and tells us just as opposite a story. The writer is hesitant, rather shy, self-conscious. He is influenced too much by his past, hasn't fully cut the strings that bind him to home and mother, and tends to be a home-boy. He tends to be humble in mien, reticent, too cautious.

The sad part of this story is that the writer may possess a lot of inner strength, both of mind and body, but he has never become aware of it. For this reason he hangs in the background mostly. If found in the handwriting of a woman, you will find her quite often among the wall-flowers. She will complain of loneliness. She will complain that another girl always walks off with her beau. She will express fears that she will never find a man, that men just don't find her attractive.

In stroke No. 3 we have still another story. This writer is very contentious. Man or woman, he or she carries a chip on the shoulder. The character of the writer is as inflexible as the stroke is. He is forever looking for a fight. And it doesn't take much to provoke him. He seems to be lying in wait, ever expecting an enemy of his own imagination to come up with trouble.

You will find such writers among the eternal court litigants who are always suing somebody for something or other. If the courts were shut down for some reason, the zest for life would go out of them. The irony is that they waste so much energy and substance fighting unnecessarily that they are caught off-guard when a worth-while battle shapes up for them.

Matriculate This Summer . . .

Go to
University
this fall



Complete Your Senior Matriculation at

Mount Royal College Summer School

JULY 4th to AUGUST 18th

COURSES OFFERED

English	30	French 3, Latin 3, and Mathematics 31 (Trigonometry) and Analytical Geometry)
Social Studies	30	will be offered to students planning to attend other Universities than the University of Alberta, and who may experience difficulties in admission requirements.
Latin	30	
French	30	
Science	30 (Chemistry)	
Science	31 (Physics)	
Science	32 (Biology)	
Mathematics	30	

For Full Information or Details

MAIL THIS COUPON TODAY!

THE REGISTRAR, MOUNT ROYAL COLLEGE,
7th Avenue West, Calgary.

Please send me, without obligation, free descriptive folder and application form for the Summer School.

NAME _____

ADDRESS _____

Farm and Ranch housewife

DEVOTED TO THE INTERESTS OF THE RURAL WOMEN OF WESTERN CANADA

Milk facts for your files

LONG ago in Cleopatra's time women used to bathe in goat's milk. While they sat splashing about in their sunken bath tubs their hand maidens kept pouring frothy milk from tall urns to keep the supply warm and fresh. These women, of course, were satisfying their whims but more than that they thought they were giving themselves beauty treatment for it was generally believed in those days that bathing in goat's milk guaranteed a beautiful complexion.

Well, science has brought us a long way since then and we know very well that it is not the milk which we apply on the outside of our body that makes us beautiful but the milk we take inside in the form of food. True beauty comes from within and good health and good looks are partners.

Milk is the most nearly perfect food since it contains more of the essentials of the diet than any other single food. It is an economical food supplying minerals, vitamins and high quality protein at a moderate cost. The home economists of the Consumer Section, Canada Department of Agriculture agree with nutritionists that milk should have a prominent place in the day's meals of adults as well as children.

Many families buy different kinds of milk for different purposes. It takes a little experimenting to find which type is most suitable for each family. In most large cities and towns in Canada, milk must be pasteurized before it is sold. Pasteurization is a simple process which makes this valuable food safe to use.

Homogenized milk is whole milk which in addition to being pasteurized is passed through a homogenizer, a machine which breaks the fat up into such small particles that it cannot rise in the form of cream and separate from the milk. Because of this, milk which has been

homogenized has a slightly creamier color and seems richer than ordinary pasteurized milk.

Skim milk is whole milk from which the butterfat has been removed. It contains all the valuable nutrients of whole milk except those which are fat soluble. In some communities partially skimmed milk is sold which usually contains about two per cent butterfat.

Chocolate flavored dairy drink is made from either whole or skimmed milk to which sugar, prepared chocolate, salt and flavoring is added. It must be labelled "Chocolate Flavored Dairy Drink" and the percentage of milk fat contained in it must be shown on the bottle cap.

When buttermilk is produced on the farm it is the milk that remains after churning sweet or sour cream to make butter. Commercial cultured buttermilk which the dairies sell today is made by adding lactic acid bacteria culture to pasteurized skimmilk or partially skimmed milk.

Evaporated milk is made by heating fresh milk to remove about 60 per cent of the water. It is homogenized after evaporation, then cooled, placed in cans and sterilized. In Canada, vitamin D is added to practically all evaporated milk. The flavor is a little different from that of whole milk because the sugar changes during heating. To bring evaporated milk to resemble whole milk simply add an equal amount of water. If cane sugar is added to evaporated milk then it is called condensed milk. Because of this added sugar it cannot take the place of whole milk even when water is added to it.

Milk powder is a nourishing dairy food made from fresh, whole or skimmed milk from which practically all the water is removed.

What does your handwriting reveal?

Are you a natural-born salesman or would you make a better mechanic? Have you got hidden talent for art, cookery or stenography? Would you be interested in getting the verdict of an expert on the character your handwriting reveals?

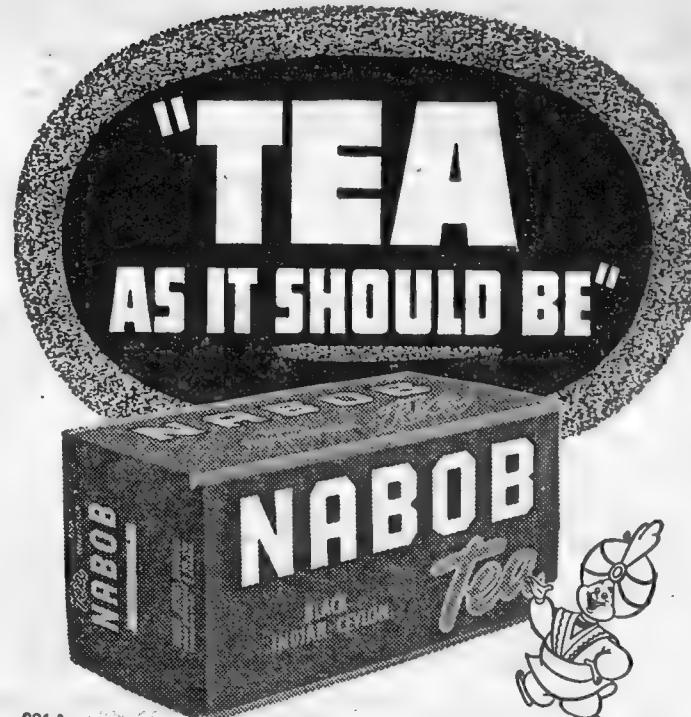
The Farm and Ranch has arranged with Mr. David Meyer, the author of this new and regular feature of the Farm and Ranch, to analyze the handwriting of its readers. Here are the rules:

Write at least 12 lines with pen and ink on good paper. Do NOT — repeat — NOT use a ball-point pen or pencil. Send it together with 25 cents in coin:

DAVID MEYER,

7½ Jane St., New York City, New York, U.S.A.

Do not send stamps and always enclose a self-addressed envelope.



CHANGING MAILING ADDRESS? Don't forget to notify the Circulation Department, THE FARM AND RANCH.

MORE BUTTER IN 15 MINUTES



AMERICA'S FINEST
ELECTRIC CHURN

with the DIXIE MAID ELECTRIC CHURN

- Easier to operate, simpler in construction than most electric churning. Uses less current.
- Churns while you attend to other duties, or while you read and rest.
- Easy to clean because all surfaces are smooth and rounded. No projections to hurt your hands.
- Saves money in using less current. Produces more butter in less time.

AN ENGINEERED PRODUCT
Write for Full Particulars

Pasteurize AT HOME FOR



Safe

MILK!

DON'T DRINK RAW MILK . . . Here is the scientific way to pasteurize on the farm . . . no special preparation or clean up. Just pour in the milk and turn the Timer knob. All the rest is automatic.

WATERS CONLEY New Automatic HOME PASTEURIZER

Please send me full information about the DIXIE MAID Electric Churn the WATERS CONLEY Home Pasteurizer .

NAME _____

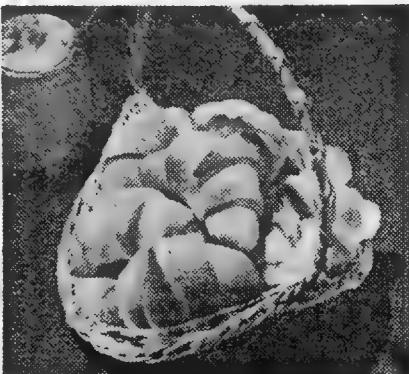
ADDRESS _____

MAIL COUPON TODAY

CREAMERY INDUSTRY SUPPLY LTD.

1007A - 1st Street East, CALGARY, ALTA.

4 delicious treats ...make them from One Basic Dough!



It's amazingly simple with wonderful active dry yeast!

If you bake at home, find out the wonderful things you can do with Fleischmann's Active Dry Yeast! Serve fragrant rolls or fancy breads in variety from a single dough! Always get Fleischmann's Active Dry Yeast—it stays fresh in your cupboard, and acts fast in your dough!



1. PARKER HOUSE ROLLS

Roll out one portion of dough on lightly-floured board to $\frac{1}{4}$ -inch thickness; cut into rounds with 3-inch cutter; brush with melted butter or margarine. Crease each round deeply with dull side of knife, a little to one side of centre; fold larger half over smaller half and press along the fold. Place, just touching each other, on greased cookie sheet. Grease tops. Cover and let rise until doubled in bulk. Bake in a hot oven, 400°, about 12 minutes. Makes 6 rolls.

2. CLOVER LEAF ROLLS

Cut one portion of dough into 8 equal-sized pieces; cut each piece into 3 little pieces. Shape each little piece of dough into a ball and brush with melted butter or margarine; arrange 3 balls in each greased muffin pan. Cover and let rise until doubled in bulk. Bake in a hot oven, 400°, about 12 minutes. Makes 8 rolls.

3. FAN TANS

Roll out one portion of dough on lightly-floured board into a rectangle a scant $\frac{1}{4}$ -inch thick; loosen dough, cover and let rest 5 minutes. Brush dough with melted butter or margarine and cut into strips $1\frac{1}{4}$ inches wide. Pile 7 strips one upon the other and cut into $\frac{1}{4}$ -inch lengths. Place each piece, a cut side up, in a greased muffin pan; separate the slices a little at the top. Cover and let rise until doubled in bulk. Bake in a hot oven, 400°, about 12 minutes. Makes 8 rolls.

4. CRESCENT ROLLS

Roll out one portion of dough on lightly-floured board into a 14-inch round; brush with melted butter or margarine and cut into 12 pie-shaped wedges. Roll up each wedge of dough, beginning at the outside and rolling toward the point. Arrange, well apart, on greased cookie sheet; bend each roll into a crescent shape. Brush with melted butter or margarine and sprinkle with salt. Cover and let rise until doubled in bulk. Bake in a hot oven, 400°, about 12 minutes. Makes 12 rolls.

Aunt Sal Suggests . . .

All of Nature's babes are waking,
Pussies from the willows shaking,
Robin Redbreast sings his song,
In the tree top all day long;
Little children wake and sing,
"Ho, for April . . .
Ho, for Spring."

I WAS leafing back through some old scrapbooks yesterday and found this bit of verse. There wasn't any date on it, but I know it was all of fifteen years ago that I wrote it and it was accepted by an American magazine. A musical friend of mine wrote the music to accompany it and we each received the big sum of five dollars for our "efforts". You may happen to note the first letter of each of the lines combined spell out the word, "April" . . . so that is why I decided to go sentimental on you and use it to top the column this month. For it is April, remember, or will be by the time you read this.

I have tried for years to get the ideas across to you friends that this column isn't only "mine" but "ours" so for this reason I do like to use as many ideas, hints, recipes and what not that all of you have tried out successfully in your own homes. We're all very human, however, and we all make mistakes at times; yes, even you . . . and me!

I almost got in a jam last month when one of you sent in a way to make green potatoes edible . . . it was simply to add a little vinegar to the water in which you boiled them. Just a matter of hours after I had inserted this hint in my column and mailed the copy . . . I picked up the magazine put out by the Alberta government and in it was an article dealing with . . . of all things . . . green potatoes. Because of the weird climatic conditions that prevailed over much of the prairies last year there was a prevalence of these green tubers. But the smart boys who do the laboratory testing for us have found out that these contain a poisonous acid that has caused much sickness and so in this article they gave out a warning not to eat them! If they are only slightly green they can be peeled very thickly (for the most poison is close to the skin), but very green ones must be discarded.

Because I have a too-active imagination I could plainly see people from Winnipeg to Victoria doubled up with cramps and then groaning in their misery, "Aunt Sal said it would be safe to eat them if we added vinegar". I'll tell you I wasted no time in despatching one of my cryptic telegrams to our editor and this one read: "Omit green potatoes question". I could breathe easier after that.

Both our federal governments and those of each province put out so many fine, helpful pamphlets on almost every subject

under the sun and I have frequently recommended their use to you. They are all good . . . and they are free! Those of you living in Alberta who do not already take the little magazine I referred to above had better put your name on the mailing list. Just write to "Within Our Borders", Legislative Buildings, Edmonton, Alta.

Our Readers Tell Us: I have so many fine letters piled on my desk right this minute that I culled from those that came to me the past month and I'm going to quote from as many as I can squeeze in.

Several of you sent favorable comments on the fine 50th anniversary number that the Farm and Ranch Review put out in February. Yes, I agree with you that it is a copy to treasure. I was proud to have had a small part in its arrangement.

At this date, letters are still coming in regarding the two popular questions we featured early this year, namely an attachment for a sewing machine for spinning and recipes for that Icelandic cake (you know that started with a "V"). One reader sympathized with me in encountering that supercilious air some clerks assume when you ask for some merchandise they never heard of. Thank goodness that attitude is in the minority. Some days I spend hours on my telephone contacting merchants and business men of all types to sleuth down some of the things you readers ask about. Often the men laugh "with me" but they seldom laugh "at me" and there is a big difference, isn't there?

I simply love it when women who hail from other lands write me and tell me of the different dishes you learned to prepare back in your former homes. I can plainly see that I have to invest in another cookbook that contains international dishes, but in the meantime I don't worry too much when a request comes in for a foreign recipe for I feel confident some reader will come up with it.

But I was pleasantly surprised when at least ten letters lately told me that what they like the best is the cookie recipes I give you. I had just about decided that if I came forth with one more cookie, you'd all cold-shoulder me, for I have a leaning towards them. It appears there are many of you who see eye to eye with me when I define a home as "a place where the cookie jar is always filled." So don't miss the cookie recipe I'm giving you this month on the other page. Bye bye for now . . . and every good wish,

Aunt Sal.

Beef ranks high in all reducing diets. It allows one to lose weight without feeling like a victim of starvation and looking like one.

Country Diary

THE great silence of winter family, "just like mother used has broken. As it was three thousand or more years ago, to make." No teaching is necessary to educate a bird.

The music of dawn-chant and evensong blends with the young grass and budding trees and flowers, the true-blue of the sky, and the play of the breeze as the birds sing in their own delight of living. Every Spring we ask "Was ever music like this in the new green world before?"

Once more we fortunate country folk see the earth actually releasing life to greet the warmth and sunshine of another spring. The country child is so much wiser in the lore of the seasons and knows so much more of the heralding of Spring than the one who has always lived on a city street. Spring is the season of first things, and it is quite an occasion when the first jaunty robin is seen hopping on the lawn, and it isn't long before he and his pals are gathered around for the hand-outs of crumbs and scraps. When our saucy friend returns to the garden he expects spring renovation should be underway—the sooner the spade appears, the happier he will be. Many birds take over human habitations, sparrows, finches, wrens, chickadees, blackbirds; but the robin adopts the garden as his territory. From the fruit on the bushes and in the strawberry bed, to the worm in the soil, he claims all. Human beings are interlopers, and here he works from the first turnover to frost. He and his young mate together build the typical home of the

year. Always in April I choose some fine morning and start out on a quest for Spring's earliest treasures. And find them I do, for I know where to go—on the high bank along the fence, half hidden by last year's coarse, brown grass in the very same hollow curving in the bank, there they are, the daintiest of silver and mauve, pettled delights clustered around the edge, secure in the kindly sheltering grass. Surely "Fair-handed Spring" was here secretly, unseen by passers-by, including the schoolchildren eager for the prestige of filling the green vase on teacher's desk with the first crocuses. Well, I leave them there in Spring's care, for soon there will be a profusion, and plenty to spare for the vases at home.

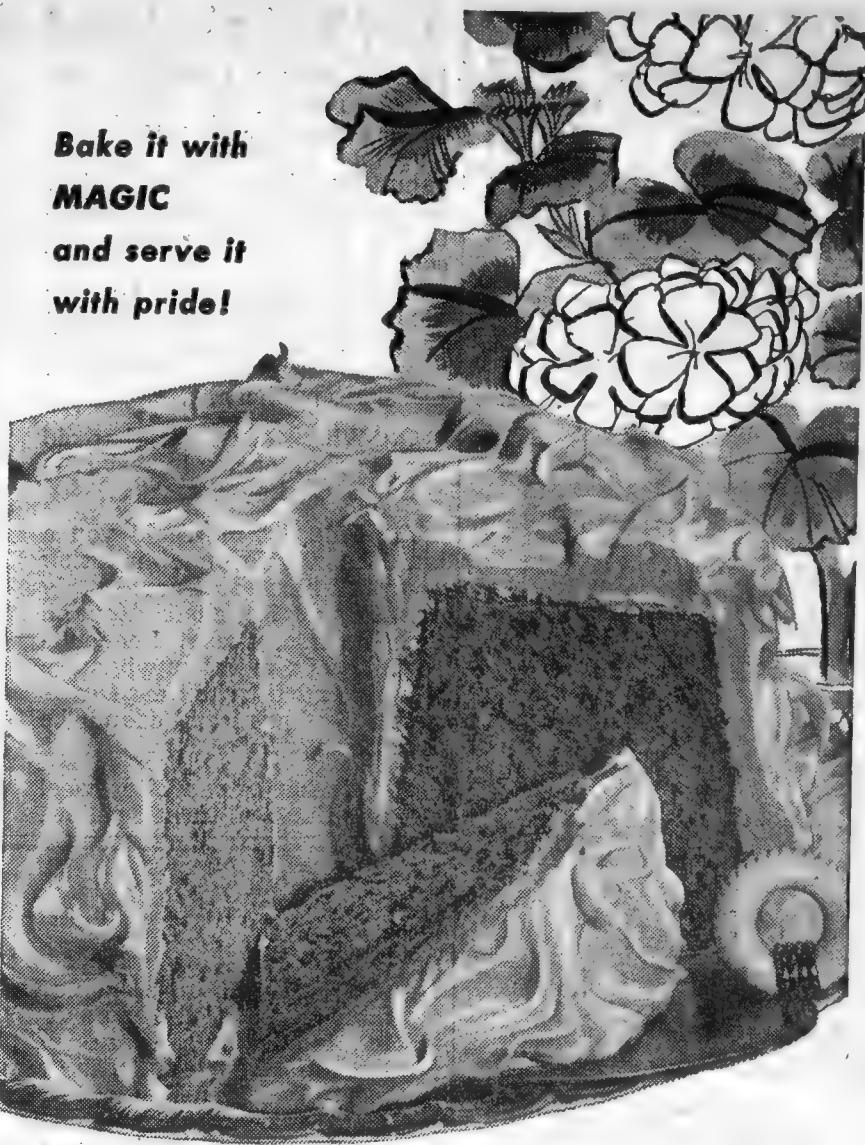
The greatest miracle of Christianity falls in April this year. All around us we see evidence of the resurrection of life. Easter cannot happen earlier than March 22nd or later than April 25th, depending on the position of the new moon in Nature's calendar. Once more we see how ancient tradition lingers in the modern age, for whether we know it or not, our devotion to a new chapeau at Easter comes from the olden rites of Nature worship. The Easter bonnet started as a crude wreath of flowers and leaves worn on the head, the cricket symbolizing the round sun and its course in the heavens that brought the return of Spring.

New Friends



Photo by Clemson

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MAGIC MOCHA CHIFFON CAKE

- 2 1/4 cups sifted cake flour
- 3 tps. Magic Baking Powder
- 1 tsp. salt
- 1 1/2 cups fine granulated sugar
- 1/2 cup salad oil
- 5 unbeaten egg yolks
- 3/4 cup cold strong coffee
- 1 tsp. vanilla
- 3 ounces chilled semi-sweet chocolate, thinly shaved
- 1/2 tsp. cream of tartar
- 1 cup egg whites

Sift flour, Magic Baking Powder, salt and sugar into mixing bowl. Make a well in the centre of flour mixture and add salad oil, egg yolks, coffee and vanilla; mix liquids a little with mixing spoon; combine with flour mixture and beat until smooth. Add chocolate and beat to combine (a potato peeler shaves chocolate thinly). Sprinkle cream of tartar over the egg whites and beat until very, very stiff (much stiffer than for a meringue). Gradually fold egg-yolk mixture into the egg-white mixture. Turn into ungreased 10" deep tube pan (top inside measure) and bake in rather slow oven 325°, 1 1/2 to 2 hours. Immediately cake is baked, invert pan and allow cake to hang suspended, until cold. (To "hang" cake, rest tube of inverted pan on a funnel or rest rim of pan on 3 inverted small cups.) Remove cake carefully from pan and cover with a brown-sugar 7-minute frosting in which strong coffee is used in place of the usual water.

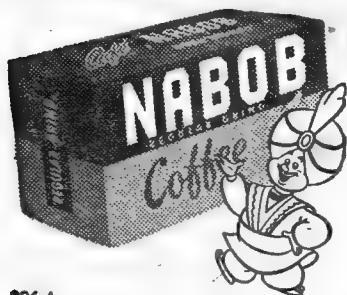
WHAT woman wouldn't thrill with pride to be able to say "I made it!" And what man could resist a second helping from this perfect dream of a cake! Coffee-flavored . . . flecked through with dark chocolate chips . . . spread billowy-deep with fragrant coffee frosting!

And rest assured, Magic makes it light as chiffon! You're certain of your cake when you choose your own ingredients — then safeguard them with Magic Baking Powder. Put Magic on your grocery list this week end.

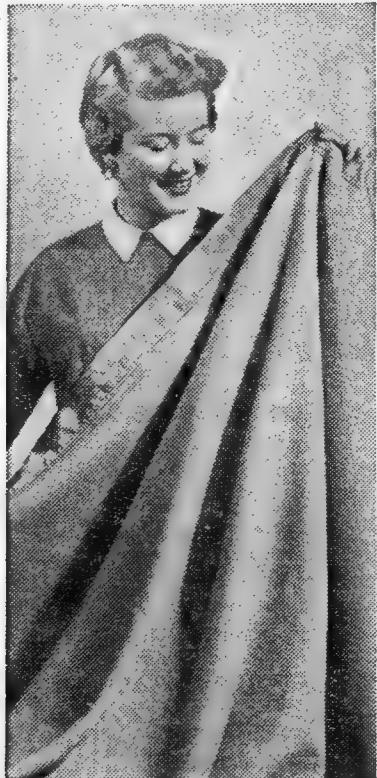


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THE BEAUTIFUL "FAIR-FLEECE" Luxury Blanket in lovely shades of blue, green, rose, mauve and gold, with wide satin binding, is just one of the many lovely woollen articles you can obtain from Fairfield's by saving your old materials.

Let's Ask Aunt Sal...

EACH month I declare that you readers have really outdone yourselves in submitting questions that really run the gamut from here to there. Then the next month you manage to do it all over again. Of course the great majority of your questions have to be handled by private replies, but I'm thankful there are enough "general interest" ones that I can share publicly...

Q.: Where can I get that old song book, *Monster Imperial?* — (Mrs. L. C., Loyalist, Alta.)

A.: First let me scold you a bit, Mrs. C., for not enclosing your full name so I could reply privately if I wished. You all must do this, please! I consulted the best musical supply store I know and they tell me this is now out of print and cannot be bought anywhere.

Q.: I have a white wool sweater that has turned yellow.

How can I whiten it and not spoil the wool? — (Mrs. A. P., Calgary, Alta.)

A.: Any chlorine bleach will destroy wool and silk. The safest agent to use is sodium perborate (at drug stores), and hydrogen peroxide may be used. Try a weak solution first, say about 2 tsps. of it to a pan of water.

Q.: I would like to get a pattern for a rose cushion top. In this the rose is made of velvet and each petal padded and sewn on. — (Mrs. G. A., Fern Creek, Alta.)

A.: I held this question over from last month while trying to run down this pattern, but have not been successful. Is there any of you readers who would like to loan, give or sell it to Mrs. A.? Don't send it in, just write me and I shall contact you.

Q.: (This is really a combination of several questions from as many readers and all had to do with starching).

How do manufacturers give new goods that shiny finish that helps it to shed dirt?

How can I make a nurse's cap stiff like the laundry does?

How can I starch doilies without using the sugar starch solution and yet they will be just as stiff but will not dry streaked as mine do? Can you dry the starched doilies in the oven and what temperature?

A.: To this assortment of questions I hope this information will furnish some help. Of course the manufacturers are not going to give out their professional secrets, but I have found a starch that gives almost the same result. It is called perma-starch. It has just been introduced into Canada, and is sold in the big super markets. I used it this past month and after one starching the clothes can go through 8 or more launderings and are still stiff and dirt-resistant. (Write me again if you want exact address). I have sometimes dried stiff doilies placed on a paper on oven door: if you place in oven, leave door open and use only temperature that your hand can stand. I should think the nurse's cap would take kindly to the perma-starch mentioned above or there is another starch called celluloid starch that also requires no cooking, but I didn't like it quite as well as the perma.

Q.: My husband talks about saffron bread and I remember saffron cake years ago in England. Can you supply either recipe? — (Mrs. L. D., Kipp, Alberta.)

A.: I found some druggists who stocked saffron... I knew it was a bright yellow powder, and I once boarded at a place where the lady (from England) used it in many of her recipes, but I have not been able to find any definite recipe using it. How about it, readers?

Q.: I would like a recipe for canning meat in pint or half pint sealers that would taste like the luncheon meats (in tins) that one buys at stores. — (Mrs. S. C., Arborg, Man.)

A.: Although I'm well equipped with canning books and have done a great deal of canning myself (and still do), I could not find a recipe that I felt really filled the bill for this question. So, again, I'm asking you readers if you can help us out.

Q.: I'd like to have a good recipe for cookies that will use up egg yolks on days when I'm just using the whites for other baking.

A.: Gold (Egg Yolk) Cookies: 2 cups cake flour, 1½ tsps. baking powder, ½ cup butter, 1 cup

The Dishpan Philosopher

TIME was — or so it seems to me! — when folks did not appear to be in such a rush from morn till night and mournful over time's swift flight. They had their faults in lots of ways — those poor plain gadgetless old days! — but life was geared to an even flow with less of this dashing to and fro. We used to think that a friendly walk, or just to sit for a while and talk, were pleasures very much worth while, but now they have passed right out of style. The frenzy now is to get things done, with everyone always on the run, and one eye on the clock which splits our days into jagged little bits.

We muddle the course of life no end by worrying how to get and spend, and reach for everything strange and new — if others have it we must too. We mostly forget, you must agree, that life's best offerings are free.

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PLEASE PRINT

Handy hints for homemakers

YES, minutes saved can easily grow into that extra hour or two a day so many busy homemakers want and need — just as saving a penny here and there can grow into dollars. Here are a few time-savers that the home economists of the Consumer Section, Canada Department of Agriculture hope will be of some help to you.

In the long run it pays to plan meals for several days or up to a week at a time. If you do this when you are hungry, say just before dinner, the aroma of the meal cooking and your growing appetite will help you to think quickly of all kinds of delicious dishes. Keep a list handy and as you plan a dinner or supper jot down what you need to buy. This will not only make shopping easier but it will cut down the number of trips to the store. Of course, having a well stocked cupboard of canned goods and an ample supply of frozen food saves both time and effort when unexpected guests drop in to see you.

Sometimes we need to pull out of our bag of tricks a few short-cuts which help to shorten both meal preparation and cleaning-up time. When it comes to making a brown stew, instead of rolling the meat in flour and then browning it on all sides in fat, try browning the meat first and then sprinkling flour over it, a little at a time, and continue to brown. A shaker is handy to use for this.

No one likes a lumpy stew and a fast and sure way to prevent this is to make a thin paste of all-purpose flour and cold water using three times as much water as flour and shake them together very well in a covered jar. Then pour the paste slowly into the stew and stir until it thickens.

A simple way to get chicken ready for frying is to put the flour and seasonings in a clean paper bag or plastic one, then drop in the pieces of chicken and shake them vigorously until well coated.

After grating soft cheese it is actually quite difficult to clean the grater but if you rub a hard crust of bread over it right after doing the cheese the grater will come clean much faster when washed with a stiff brush.

When making coffee it is

white sugar, 4 egg yolks (unbeaten), $\frac{1}{2}$ tsp. lemon extract, $\frac{1}{4}$ tsp. salt.

Cream butter and sugar until fluffy. Add yolks one at a time beating after each one. Add flavoring then sifted dry ingredients. Chill until dough is firm. Shape into small balls and dip into mixed, chopped nuts and cinnamon or into tiny candies. Bake in greased pan in oven 350° F. for 15 minutes.

grow the water with one motion. Put a mark on the pot to show the correct amount of water for your family and then fill the pot each time to this mark rather than guessing the amount of water or using a cup to measure it.

And here is a twist for melting chocolate. Line the top of the double boiler with enough aluminum foil or waxed paper to hold the chocolate. This way it is so easy to scrape off every bit of melted chocolate and it saves dish washing too.

When chopping vegetables, such as celery, for salads, casseroles and soups, instead of cutting each piece separately it saves both time and energy to arrange quite a pile of stalks lengthwise on the cutting board. Then using a good sized knife chop through all the stalks at once.

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ALBERTA HONORS HER PIONEERS

with Senior Citizen's Scrolls

For their contribution to Alberta's Fifty Golden Years, all pioneers who were in the Province at the time of its establishment in 1905 or before, will be presented with Senior Citizen Scrolls, upon application. Crests on the delicately engraved border of the scroll will depict history motifs of the province, and the script will identify the recipient as a Senior Citizen. The same will be hand written on each scroll by an artist.

● Who May Apply:

All persons who have been in residence in the province since the year 1905 or prior, may apply for a Senior Citizen Scroll. A short period of absence does not disqualify you.

● How To Apply:

Application must be made for scrolls. Forms will be available soon at Municipal Offices in each district or from the Jubilee Committee. Completed application forms are to be sent to the Committee (address below).

CLOSING DATE for APPLICATIONS—August 1st, 1955

To enable the Jubilee Committee to prepare and distribute the scrolls, your co-operation is requested. Completed applications must be received by August 1, in order that distribution may begin by August 22.

● Distribution Of Scrolls:

The majority of scrolls will be mailed from the Jubilee office to the applicant, but communities wishing to be responsible for distribution at special presentation ceremonies, even prior to August 22, are requested to prepare a list of eligible citizens and ensure that application forms are submitted well in advance of the date scrolls are required.

● Senior Citizen's Day:

A Senior Citizen's Day has been added to the agenda of official dates for the Jubilee Year. September 10th has been set, though communities throughout the province will be holding special Senior Citizen Scroll presentations to coincide with their own Jubilee activities.

GOLDEN JUBILEE COMMITTEE

ROOM 119 - LEGISLATIVE BUILDING - EDMONTON, ALBERTA

THE Bank of Commerce's early adventure in the West's great future has been a substantial contribution to the great drama of western development. In the face of opinion as given by James J. Hill, founder of the Great Northern Railroad, a one-time Canadian farm boy, "that the scorching suns of what are now the provinces of Saskatchewan and Alberta would shrivel the wheat berry before it attained maturity", the Bank moved ahead with a planned investment in the area. Despite such pessimistic attitudes, by 1900 wheat-growing had spread along the

The Bank of Commerce followed the farmers

main line of the Canadian Pacific Railway to a short distance west of Moose Jaw, and also along the railway to Prince Albert in northern Saskatchewan, and the Bank's plans showed foresight and faith in the future of the prairies.

In the Edmonton district settlers were striving with the elements to get their grain ripened. The possibilities of the Saskatoon district, which has since

proved a wonderfully productive region, were unsurpassed even by the companies which were selling land there; and their agents used to indulge in expressions of pity for those whom they regarded as their misguided victims.

It was as late as 1903 that an officer of The Canadian Bank of Commerce travelling by train fifty miles south of Saskatoon heard a fellow-passenger say,

pointing to a settler engaged in breaking a half-section on the prairie at much expense, "Poor devil, he'll be broke in a couple of years!" It is more likely that the plucky pioneer was able to reap the reward of his industry and enterprise. It is certain that many who have since become his neighbors have been most fortunate over the last fifty years.

Whether or not Providence was the cause, the pessimistic predictions of meteorologists as to drought ceased to come true from the time the inrush of settlers began in 1901. Happily for the settlers, there was in that summer a fairly generous rainfall in districts where pessimists had declared rain to be almost unknown, and the land began to blossom with acreages of wheat. The average rainfall has been fairly good since that time. There have been seasons when drought has recurred in the more dry areas of the Canadian West. But these recessions have failed to affect the long-term view and in some of these dry areas, lands have changed ownership in recent years at the highest prices yet recorded in the West.

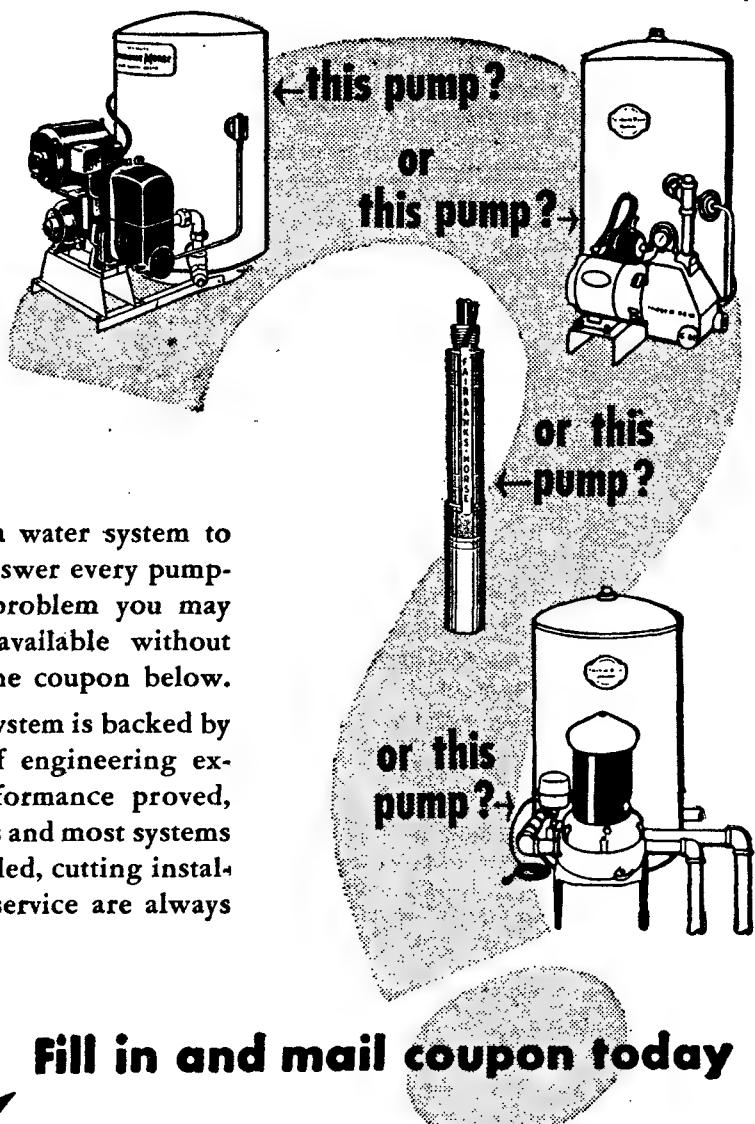
The first two decades of this century have shown that, by the use of proper methods of farming, grain can be successfully grown over the greater part of the prairie region of western Canada and — under favorable weather and market conditions — very profitably.

With a branch bank already established at Winnipeg, The Canadian Bank of Commerce set out in 1902 to establish branches at Calgary, Edmonton and Medicine Hat. Other branches in the West were opened in quick succession during the following two or three years in Regina, Portage la Prairie, Prince Albert, Moose Jaw, Lethbridge, Brandon and Saskatoon.

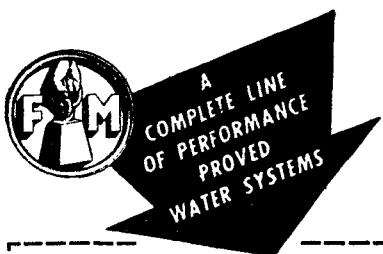
As settlements grew into towns and small cities, the Bank of Commerce continued its progressive plans to serve the Western Canadian with reliable, home-town banking services. It opened more branches in these new and growing communities everywhere in the West. This meant these vast areas could readily avail themselves of the fine Canadian banking system that has provided financial safety and service for Canadians down through the years of our country's growth.

Today The Canadian Bank of Commerce is one of Canada's largest banks, serving Canadians everywhere with more than 680 branches. Its strength in Western Canada has contributed much to the outstanding position the Bank of Commerce enjoys with thousands of families, farmers and business people in the handling of their financial needs.

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Anhydrous ammonia is useful and dangerous

By U. J. PITTMAN

A NYDROUS ammonia has recently been introduced into Alberta as a fertilizer for direct application to field and vegetable crops. The following information will point out some of its properties, as well as some of the advantages and disadvantages of using this new fertilizer material.

Anhydrous ammonia is a clear, colorless liquid if kept under moderate pressure at ordinary temperatures. When the pressure is released, it becomes a gas consisting of about 82 per cent nitrogen and 18 per cent hydrogen. The gas is extremely pungent, and heavy concentrations of it are choking and blinding. Because of its sharp odour, there is usually sufficient warning to allow for escape from a danger area.

The liquid, in contact with the skin, will cause severe burns. Anhydrous ammonia at 80°F. weighs approximately 6 pounds per Imperial gallon and exerts 153 pounds pressure per square inch. It must be stored and transported in and applied from approved pressure containers.

Many types of machinery have been used successfully in applying this fertilizer directly to soils. They all have a pressure tank, a metering system to control the rate of application, and applicator blades. Some of the common tillage implements used on Alberta farms can be easily adapted to apply anhydrous ammonia as a pre-seeding treatment to cereal crops, and at the most desirable time for

row crops.

The high nitrogen content of anhydrous ammonia helps to make it a desirable fertilizer material. Anhydrous ammonia is readily absorbed by the soil and thus is protected against excessive loss by leaching. Under proper conditions, it is converted into nitrate nitrogen, the form of nitrogen generally preferred by most plants.

The labor involved in applying anhydrous ammonia may be slightly less than is required for solid fertilizers, but the capital outlay for application equipment may be somewhat greater.

Limited trials conducted by the Lethbridge Experimental Station in southern Alberta using anhydrous ammonia have given results comparable with those obtained with solid nitrogen fertilizers when applied at the same rates. Further trials are planned for 1955.

Because germinating seeds are usually killed by contact with the vapour and plant foliage is burned by its careless release, some care and knowledge is required in actual application. Since only nitrogen is supplied by anhydrous ammonia, it cannot fulfil the needs of a soil or crop requiring additional plant food such as phosphorus and potash.

Electronic Seed Sorter

A N electronic seed sorter which separates bad seeds from good according to their

color has been developed by a London, England, firm of seed merchants. Separation depends on the fact that dead seeds or those which have been attacked by insects or bacteria vary in color from healthy seeds.

The seeds to be tested fall one by one through an illuminated area against a colored background. Patches on the seed resulting from the attack of dis-



New **ESSO TRACTOR**
gasoline



See page 15

The gasoline
farmers have
been waiting for

Need New Equipment This Spring?

Then First Check Your 1954-55

NANCE Catalogue



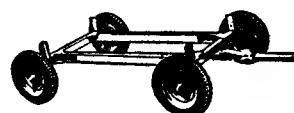
It is your most convenient and surest way of getting field-proven farm equipment of modern design and outstanding value.

Here's A Timely Item

• **THE LEACH SEED TREATER**
Treats grain as you load! Easily installed on any standard type 4"-6"-8" tube grain auger. Mechanism operated by auger's action. 500 users in '54 say they are tops. Price \$12.85

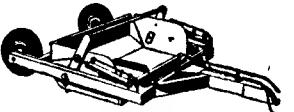
And Four New Ones

• "ASSEMBLE YOUR OWN" FARM WAGON



Priced from \$150.00

• THE SOIL MOVER—NEW DESIGN



Just the machine you need for spring irrigation, conservation work and general farm use. Hydraulically powered scraper and dumps loads of from 27 cu. ft. up! Two models, priced at \$560.20 and \$611.85. Larger models available. It's the time-saving economical way to move soil!

• "KOSCH" STEERING AID—ELIMINATES "KICK-BACK"



Don't wear yourself out fighting steering wheel shock or "Kick Back". Use a KOSCH steering aid. Keeps tractor straight over deep ruts, rough ground, side-hills, irrigation, contouring, etc. Gives easy tireless steering at 1/5 cost of hydraulic power steering. Installed in a few minutes.

• MALCO FLEXIBLE HARROW DRAWBAR



For high-speed tractor operation, adjustable to any width of sections, completely flexible for rough or hilly land. Rugged construction. Three sizes—8, 10 and 12 sections. Folds for transportation. Fully guaranteed. Prices from \$149.75 for the 8-section.

Nance CO. LTD.
DISTRIBUTORS
RED DEER, ALBERTA

Please send me name of nearest NANCE dealer and a copy of FREE Illustrated 1954-55 NANCE Catalogue. Also FREE Illustrated folders on:

- The Leach Seed Treater.
- "Assemble Your Own" Farm Wagon.
- The Soil Mover—New Design.
- Kosch Steering Aid.
- Malco Flexible Harrow Drawbar.

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• LIVESTOCK
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and • DOGS

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Another service to Southern Alberta Farmers and Ranchers by

Dial
1060

CFCN

The Voice of the Prairies Limited
Calgary



Ross Henry

CFCN'S Farm Service Director, was born and raised on a farm at Edtonia, Saskatchewan, (40 miles from the Alberta border). He attended grade school and high school in the country, then took a year at the Saskatchewan Normal School.

After a year of teaching in 1942, he joined the Royal Canadian Corps Signals and served in Canada, the U.K. and North-west Europe. From 1946 to 1950 he attended the University of Saskatchewan, graduating as a Bachelor of Science in Agriculture. Since, he has spent some time at Dominion Experimental Stations at Scott, Saskatchewan, and also at Lethbridge and Stavely. His work there ranged from pitching manure to grassland research. (Determining the proper use of pasture in the foothills.)

Since coming to CFCN, Ross has worked closely with the Radio News Bureau, covering agricultural events and widening his circle of friends and contacts in the agricultural industry.

Uncle Oswald's picture—was the worst ever painted!

By HARRY

J. BOYLE

I WAS rummaging up in the attic yesterday and came across the artistic monstrosity known as Uncle Oswald's portrait. It has been collecting dust up in the attic for a number of years, and I really don't know what impulse it was that made me drag it out of the heap and set it in the alcove where slanting rays of the sun poured in the attic window. What memories that portrait brought back.

Uncle Oswald used to live with us back in the early days. He was my father's older brother, who after amassing considerable fortune proceeded to save board and hoard his money by moving in with the family. Parting with a nickel for him was like saying farewell to a lifelong friend.

Then one day a traveller came to our place. He stayed to dinner and after eating heartily wanted to do something for the family. His talent was of an artistic nature, and he tried for some time to interest my father in allowing him to paint his portrait. Father wouldn't listen to it. After the meal, however, the young fellow and Uncle Oswald spent almost an hour talking. Soon after that they hitched up Old Nell and made off in the direction of the village. Later they returned with a bundle.

The next move came when we saw Uncle Oswald arrayed in his best suit sitting stiff-necked in the front sitting-room, while the young fellow was busy at work painting him. What a Roman holiday that was for the younger generation! Try as they might, they could never keep away from that front room during the next three days. The young fellow came to be quite a friend of ours. He enjoyed his meals immensely and spent the evenings telling us stories that would tickle a ghost's scalp.

Then came the day of the unveiling. Uncle Oswald came out of the door and in his usual pompous manner asked us in to see the portrait. We went in a hurry. After taking his time in seating us, and taking his stance at the end of the organ, he asked the artist to bring the portrait forth.

Chills still shoot up and down my spine as I think of that

crucial moment. And there was Uncle Oswald in the flesh... and what evidently was supposed to look like him. Well, if you were sea-sick, ate hot glue and had a dream of Uncle Oswald, he would probably look like that.

He had his leg-of-mutton sideburns, an enormous nose that looked like a safety beacon, cheeks that seemed to be molded from hardened pork fryings, and a chin like the Rock of Gibraltar. Perched above a perfect rose-bud mouth was a great handle-bar moustache like the horns of a Texas long-horn steer. It was stupendous... and the sight of it fairly startled us. I snickered out loud, and Father with a great horny hand to cover the smile on his own face shook his head at me.

Mother was a better poker player than any of us.

"Oswald," she said, "That's what I call a really marvellous picture." We all agreed in solemn-faced unison. And then started in to really admire the portrait. The flattery was as thick as hardened honey. Oswald took a second and third look, and then after smiling in a pleased way said: "It will do, young man."

And so, rather than hurt Uncle Oswald's feelings that portrait was hung in the front room. Mother used to say she winced every time company came, and she used to try and place it in the darkest corner possible. For a time after my wife came here and my relatives had departed this life, it still remained in the front room. I suppose my wife was rather timid about taking down any portraits of my relatives, but things came to a pass one day when a very flippant niece of mine came to see us. She was trying to drone "peppy" music out of that wheezy old organ, and then suddenly stopped in the middle when she saw the picture and exclaimed:

"Who's that dopey-faced old hyena?"

Next day the portrait was removed to the attic and I never saw it again until today. Age certainly hasn't improved it. It looks just as bad today as it did on that day when it was formally unveiled in the front sitting-room.

MIRACLE BILL says:



"The most vital time to feed pigs properly is at weaning time, because that's when strong bodies can be established at little cost. For well-nourished litters, with fewer deaths and healthier bodies, feed 'MIRACLE' Hog Starter."

S. E. Saskatchewan starts feeder sales

THE Moose Mountain Livestock Association which is centered in Arcola, Saskatchewan, reports that it is now moving with "gusto" towards its objective of selling stocker and feeder cattle produced by the stockmen of the Moose Mountain Area and the whole of south-eastern Saskatchewan, being the only organization of its type in the whole corner of the provinces.

Posts and planks are not only on order, but the first two truck loads of Red Tamarac poles have been brought in from Montreal Lake in northern Saskatchewan and plans are being made to start trucking in the first shipment of the planks needed in the building of the corals.

The lease has been granted by the Canadian Pacific Railway for land. The non-profit organization has been incorporated, and a membership drive is about to be launched covering the whole area so that all livestock producers, big or small, will be able to buy their share in this project, so that they will be able to sell their own cattle, in their

own community, at a better market price.

The starting membership for 1955 is set at a low figure, and it is not intended that even as large a fee as this will be charged every year, but for just a starter, to build the corals needed with suitable scales, etc., and to cover the costs of handling.

Some of the best livestock produced in western Canada are raised in this area, and it is the intention of the association to have sales as often as possible, perhaps to start in the summer months, to enable the buyer from the east and other points (including the United States if embargoes permit), to be able to fulfill their needs here, without having to travel further afield, for a possibly poorer market.

Many inquiries are coming in from interested persons throughout the country. It seems like a good thing and the Association feels sure that all stockmen in the proximity of the sales area, and within shipping distance, will back it.

Good prices realized at Calgary bull sale

THE 1955 Calgary Bull Sale average prices on all breeds of bulls were well above the averages of 1954.

The Shorthorn sale indicated that the breed is by no means extinct in Alberta by heading the averages with \$622.00 for 124 bulls sold.

577 Hereford bulls sold for an average of \$611.38, while 84 Aberdeen-Angus bulls brought an average price of \$527.00.

The Shorthorn average was boosted considerably with the sale of A. R. (Sandy) Cross' Rothney Goldenrod, a Shorthorn bull purchased by Claude Gallinger of Edmonton for \$10,000.00. This price was a new record for a bull at the Calgary sale, the previous record being \$8,200.00.

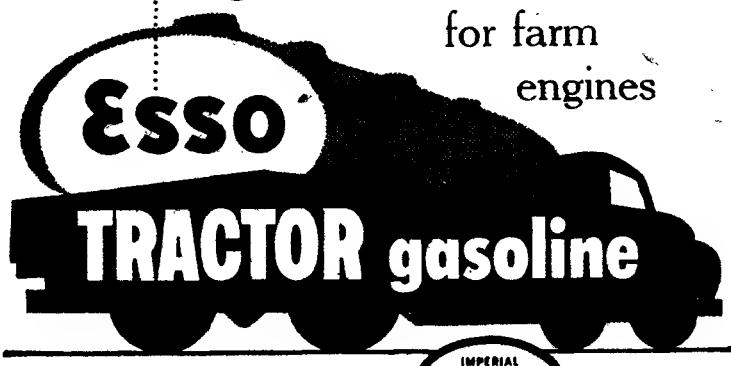
Rothney Goldenrod had been placed reserve grand champion in the Shorthorn division to Rannoch Eventide, consigned by T. G. Hamilton of Innisfail. The champion later sold for \$2,300.00 and was bought by the North Dakota State College.

Top Hereford

Top price in the Hereford bull section went for the grand champion bull, Pelican Lake Del Zento 8H, consigned by M. and A. Simonet of Clandonald, Alta. The price paid by A. T. Hines & Sons of Marwayne, Alta., for this animal was \$6,200.00.

While no new records were set by the sale of Aberdeen-Angus bulls the 84 offered and sold averaged \$146.00 over 1954 prices.

A **NEW** gasoline made specially for farm engines



See page 15

Alberta Wheat Pool—News and Views

SAVINGS PROVIDED

Last month the Alberta Wheat Pool mailed out cheques totalling \$430,000 in value to some 45,000 farm people in this province. This represents a purchase of 5 per cent of the reserves acquired by Pool members through their patronage of Alberta Pool Elevators since 1940.

For some years the Alberta Wheat Pool has paid its patronage dividend partly in cash and partly in reserves. This purchase is proof that Wheat Pool reserves are valuable property. Not only does the ownership of the organization rest with them but they constitute a valuable savings for the years ahead.

Farm people should understand that they can build their equity in the Wheat Pool and acquire Wheat Pool reserves at absolutely no cost to themselves. All they need do is patronize Alberta Pool Elevators.

URGENT NEED OF UNITY

The drastic decline in farm income in the past year indicates the necessity of building stronger farm organizations. Experience has shown that as individuals farmers are unable to do much to improve the position of agriculture but united in strong organizations they are a powerful force which cannot be ignored. For this reason farmers should get behind their own organizations. Grain producers in particular should support the Alberta Wheat Pool and patronize Pool elevators whenever they are able.

TEST YOUR SEED

There are probably many farmers who still wish to test the germination of their grain prior to seeding. In fact, in most districts grain should be tested this year before it is planted.

As a service to farmers, the Alberta Wheat Pool is distributing a germinating "dill". This simple device, in which germination tests can be easily made, is available free of charge from any Alberta Wheat Pool agent.

If you have not already checked the germination of your seed there is still time to do so with one of these germinators. If you would like one, just see your local Alberta Wheat Pool agent.

WHY NOT?

The Alberta Wheat Pool is an Alberta farmers' organization, and operates in their interests. It does not operate for the benefit of the investor or the speculator. Why not join with your neighbors in supporting this farm co-operative?

NEED FOR VOLUME

Many grain producers may wonder why they are being continually urged to patronize Alberta Pool Elevators when there is no space therein. However, it must be remembered at many points Pool elevators can handle greater deliveries.

It is important that farm people market just as much grain as possible through their own Wheat Pool facilities. Not only do large handlings help to strengthen this organization which has done so much for the farmers of this province, but they mean lower operating costs and hence greater savings for Pool patrons.

At every opportunity grain producers should support Alberta Pool Elevators.

PROVEN ITS WORTH

No business enterprise could have made the progress achieved by the Alberta Wheat Pool unless it had rendered useful and necessary service to a very large number of people.

The Alberta Wheat Pool does business, not with the idea of piling up profits and paying large dividends to investors, but with the objective of giving good service to the people who use its facilities. The Alberta Wheat Pool has, over the years, striven to follow such a policy on a fair and honorable basis.

For this reason Alberta Pool elevators deserve support whenever space is available.

PROTECTION AGAINST MONOPOLY

The successful prosecution of several large combines in Canada in the past few years has proven that combines can, and do, exist in this country. These combines have been found to be in operation in the bread-making, flour milling, glass distribution, optical supply, match-making and rubber industries; and all were working to the detriment of the consumer.

Grain producers of western Canada, however, do not fear the operations of a grain marketing combine because of the presence of their own large grain handling co-operatives. These organizations, owned and operated by the farmers themselves, set the standards of grain handling service, and provide producers with complete protection against the operations of a grain handling monopoly or combine. There can be no widespread exploitation of producers as long as these organizations are maintained in a strong and vigorous condition.

Grain producers in this province should support the Alberta Wheat Pool, and patronize Pool Elevators whenever possible.

POOL PATRONAGE BENEFITS

Every now and again you may hear a farmer ask the question: "What do I personally stand to gain by patronizing Alberta Pool Elevators?"

First of all he is helping to strengthen a farmer co-operative organization which provides him with protection and assures him of fair and honest treatment. The Wheat Pool sets the standard of elevator practice in the province and over the years has brought about many improvements in the service provided.

He also stands to benefit directly as a result of the Pool's policy of distributing surplus earnings as patronage dividends. As an example, an average farmer delivering 2,000 bushels of wheat to the Pool in each of the past 15 years has received patronage dividends totalling \$776 in value. Of this amount \$253 was paid out in cash and the balance credited to him in reserves.

In these and many other ways grain producers stand to benefit by patronizing Alberta Pool Elevators. You, too, should support the Pool whenever space is available.

Alberta Wheat Pool

"IT'S ALBERTA POOL ELEVATORS FOR ALBERTA FARMERS"

FUNLAND

THE FAMILY ENTERTAINER

By A.W. NUGENT
The WORLD'S
LEADING
PUZZLEMAKER

TV FUN

THIS **TV** WIZ KID CHALLENGES YOU TO USE THESE TEN NUMBERS 0, 1, 2, 3, 4, 5, 6, 7, 8, 9 TO MAKE UP AN ADDITION EXAMPLE. YOU MUST USE EACH NUMBER JUST ONCE. PRINT THE NUMBERS OVER THE DASHES SHOWN BELOW.



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— — —

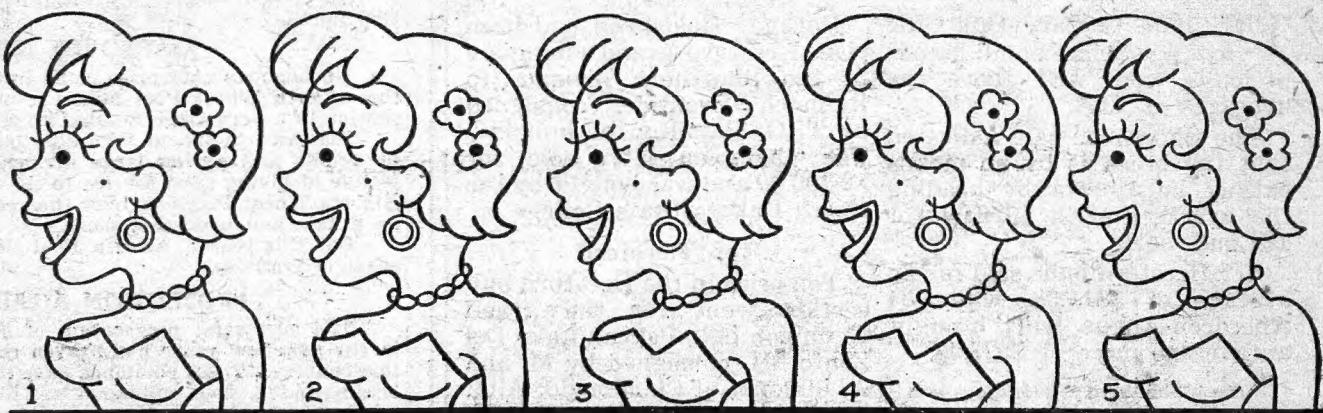
TOTAL FOUR FIGURES.

TOP 859, CENTER 743,
TOTAL - 1602.

6-27-54
(Released by The Associated Newspapers)

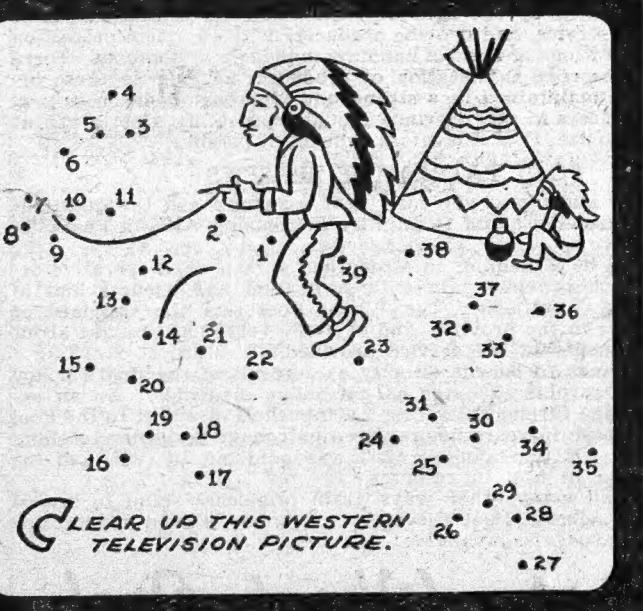
ONE OF THE SISTERS IN THIS TV SINGING ACT IS MADE-UP DIFFERENTLY. WHICH ONE IS IT?

6-27-54
(Released by The Associated Newspapers)



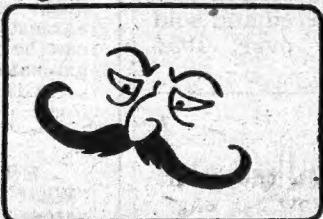
GIRL NUMBER FOUR HAS NO EYEBROW.

NO EYEBROW.

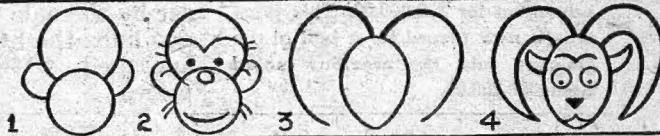


CLEAR UP THIS WESTERN TELEVISION PICTURE.

COMPLETE THIS VIDEO VILLIAN'S HEAD.



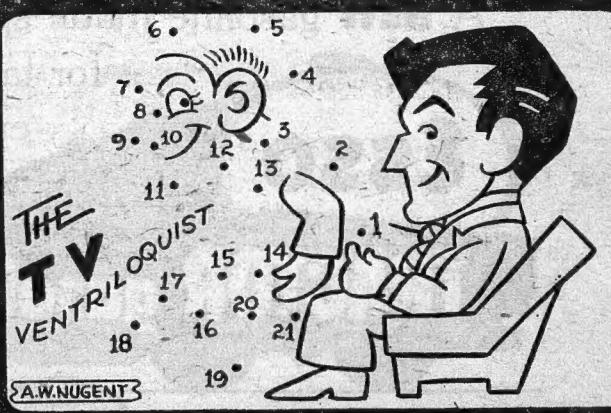
THE TV ZOO. DRAW US STEP BY STEP.



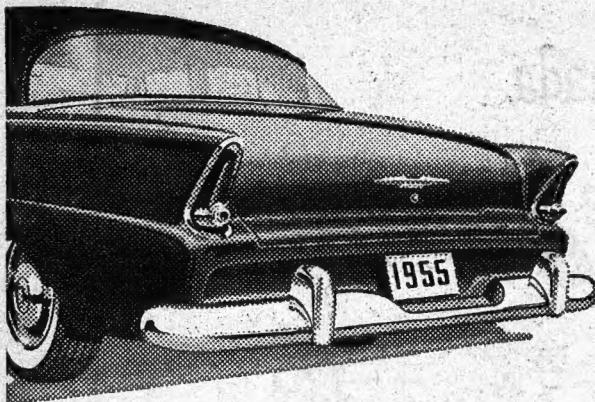
A TV SHOW HAS 4 KINDS OF ACTS. REARRANGE EACH GROUP OF LETTERS TO SPELL THEIR NAMES.

- | | |
|------------|------------|
| 1 ENIRGS | 2 AIMENDCO |
| 3 EGGRILJU | 4 ENDCAR |

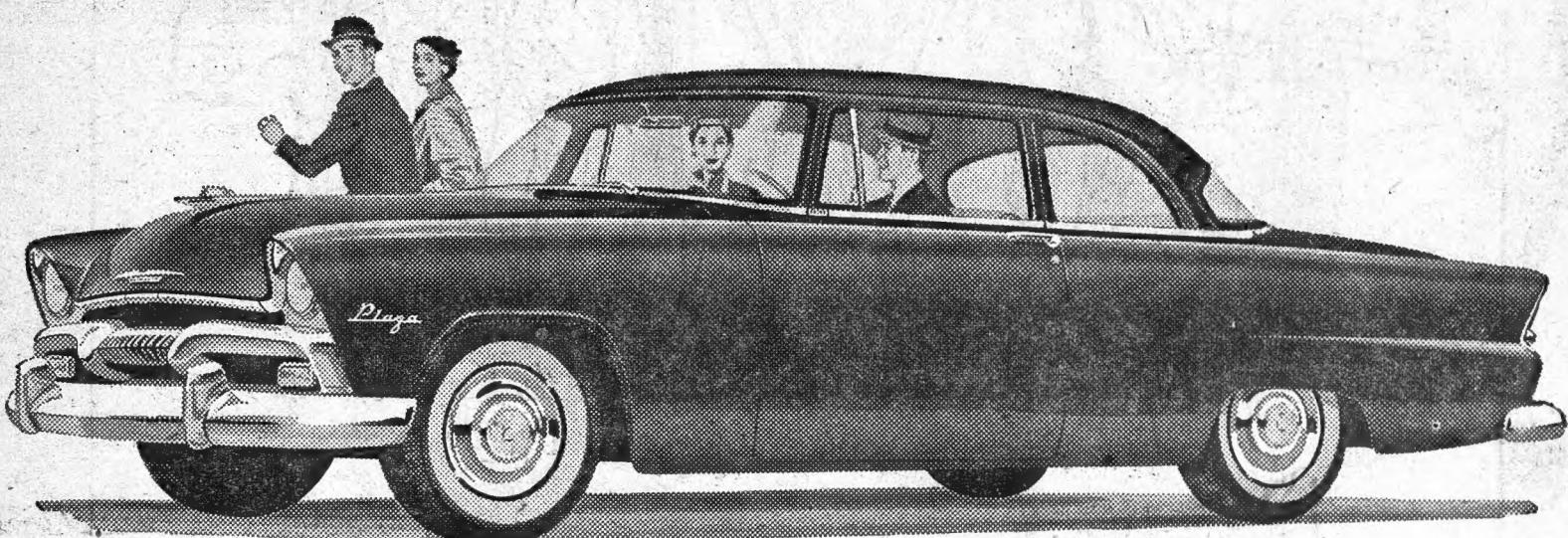
1. SINGER 2. COMEDIAN 3. DANCER



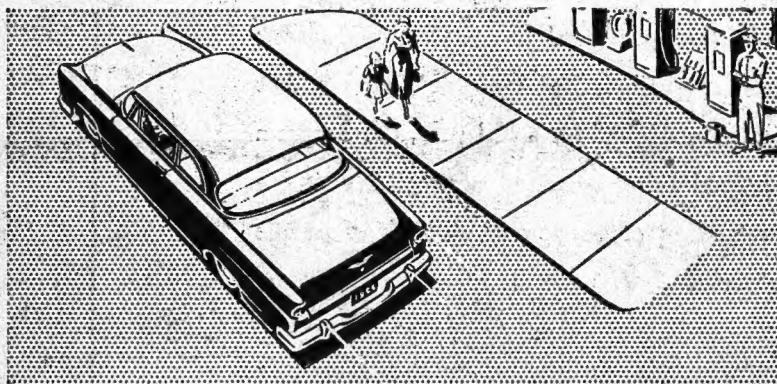
A.W.NUGENT'S



So big and beautiful—
'55 PLYMOUTH
*Brings you fresh, new high style
with The Forward Look*



**Longest, lowest, smartest ever...
with new Motion-Design styling... today's best value!**



**Thriftiest
in the long run!**

New carburetion in the thrifty Plymouth PowerFlow Six engine makes your fuel last longer . . . ensures more power under all driving conditions. Rugged construction means long engine life and low maintenance costs, too. Under the Plymouth beauty, you will find solid value.

*Manufactured in Canada by
Chrysler Corporation of Canada, Limited*

Wherever you go, you see more and more new '55 Plymouths! Whenever one cruises by, you notice people glance admiringly at its impressive new length and brilliant new beauty! Already it has influenced the entire industry's stylists.

Modern as tomorrow! Everyone likes the look of action that is in each rakish angle, from hooded headlights to boldly slanted taillights. The sleek new Plymouth silhouette is so long and low—more than ten inches longer this year and barely five feet from roof to road.

A dream to drive! Motorists everywhere are applauding the increased visibility you get through the big New Horizon swept-back windshield. It's the first *true* wrap-around windshield with corner posts that slant back to give you extra glass area at top, as well as at bottom corners.

For road-hugging stability, Plymouth for '55 is actually wider than it is high—front tires are spaced wider apart, rear springs are wider, too.

Livelier power! You'll hear many comments on the added horsepower provided this year in the new high-performance PowerFlow Six engine of the Plaza Club Sedan shown above. Plymouth also has new V-8's for flashing performance.

Yet, with all its beauty, bigness, and extra-quality features, thrifty buyers have been pleased to discover that Plymouth is *priced with the lowest!* Look it over . . . check its value . . . and you'll see why the big swing is to Plymouth this year!

Plymouth is the car to measure against this year... see it now at your Chrysler-Plymouth-Fargo dealer's!

They're talking about Canada.

in Rio de Janeiro

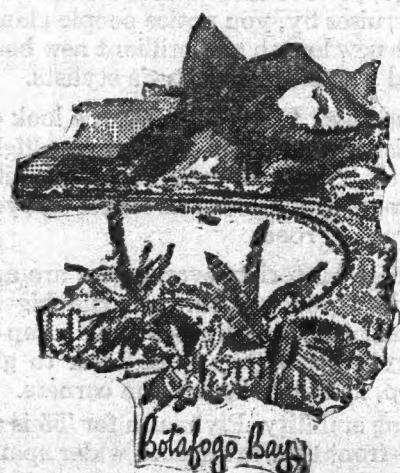


Opening of the Seagram Exhibition
at the Copacabana Palace.

Beneath the majestic crown of the Sugar Loaf,
the people of Rio de Janeiro welcomed the Seagram
Collection of Paintings of Canadian Cities.

At the Brazilian premiere in famous Copacabana
Palace, and then at the Museum of Art, this Seagram
Collection was seen by thousands of enthusiastic citizens.

Throughout Latin America and Europe, the
Seagram Collection portrayed the vitality of Canada;
her industrial expansion, her cultural progress, her
vision and talents. Abroad for a full year, the Seagram
Collection helped bring a lasting appreciation and a
fuller understanding of Canada to millions of people
around the world.



The House of Seagram

INTERNATIONAL TOUR OF THE SEAGRAM COLLECTION: OTTAWA, SAN JUAN, HAVANA, MEXICO CITY, CARACAS,
RIO DE JANEIRO, SAO PAULO, BUENOS AIRES, MONTEVIDEO, ROME, LONDON, PARIS, GENEVA, STOCKHOLM,
THE HAGUE, MADRID, AND A VISIT TO THE CANADIAN ARMED FORCES IN SOEST, WEST GERMANY.

CURRENT CANADIAN TOUR OF THE SEAGRAM COLLECTION: MONTREAL, CHARLOTTETOWN, HALIFAX,
ST. JOHN'S, SAINT JOHN, SHERBROKE, TROIS-RIVIERES, TORONTO, QUEBEC, LONDON, WINNIPEG, EDMONTON,
VANCOUVER, VICTORIA, CALGARY, PORT ARTHUR-FORT WILLIAM, SUDBURY, KINGSTON, HAMILTON, SARNIA,
WINDSOR, BASKATOON, REGINA, SHAWINIGAN FALLS, HULL.



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CANADA'S NEWEST TRUCK



Canada's No. 1 Truck in **new styling**

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Canada's No. 1 Truck in **new power**

Chevrolet in '55 brings you new valve-in-head power, new economy and a wider choice of power plants.

Canada's No. 1 Truck in **new payload**

Full length frames, shorter wheelbases . . . all geared to carry more payloads in '55.

CHEVROLET TRUCKS FOR '55

A small rectangular badge on the right side of the word "TASK" contains the words "TASK FORCE" in a bold, sans-serif font.

See them at your Chevrolet Truck dealers now !